1934

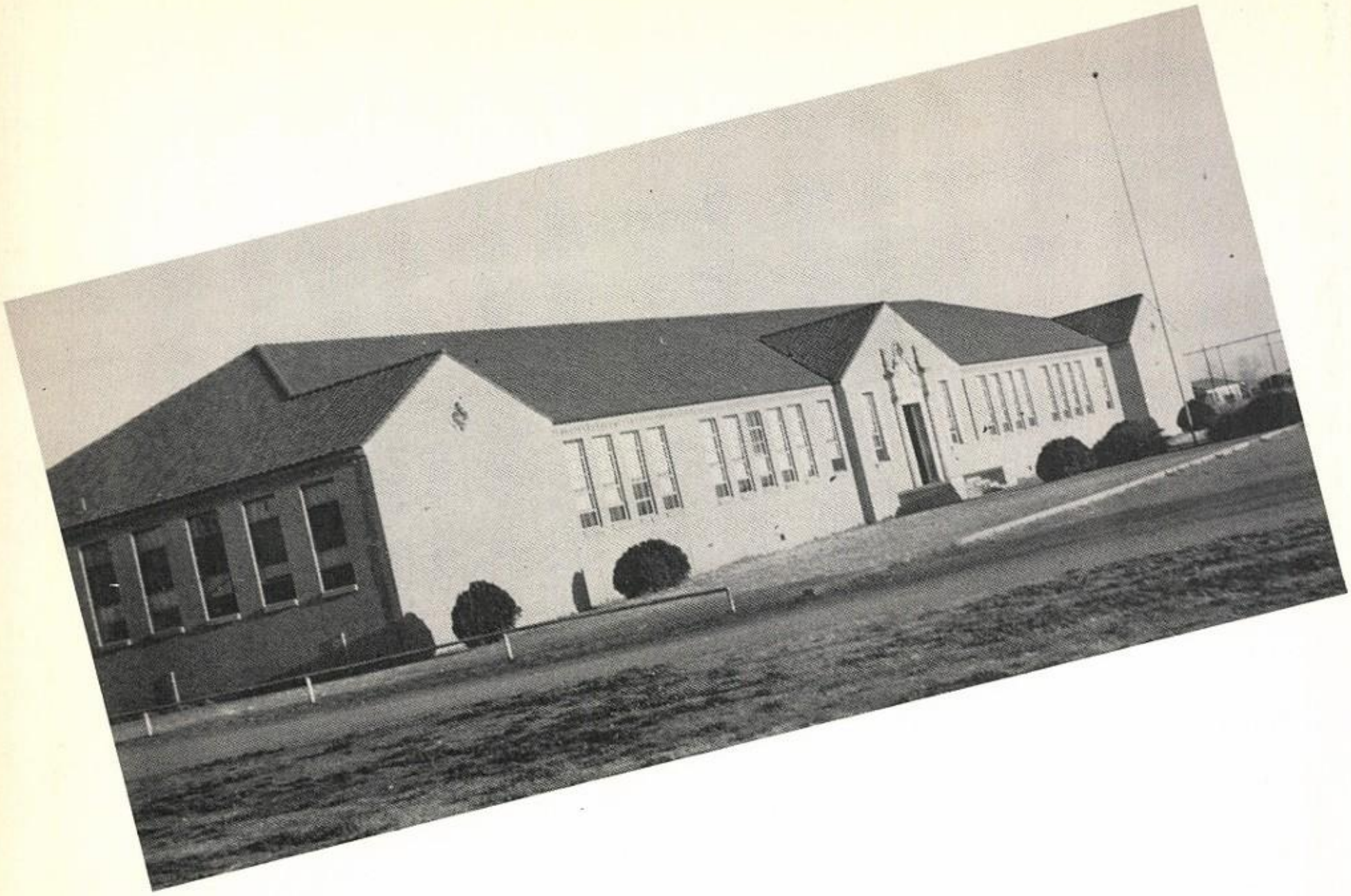
CHIEFTAIN

Sue Faulkner

Junior 53 - 54

The Chieftain

1954



FOREWORD

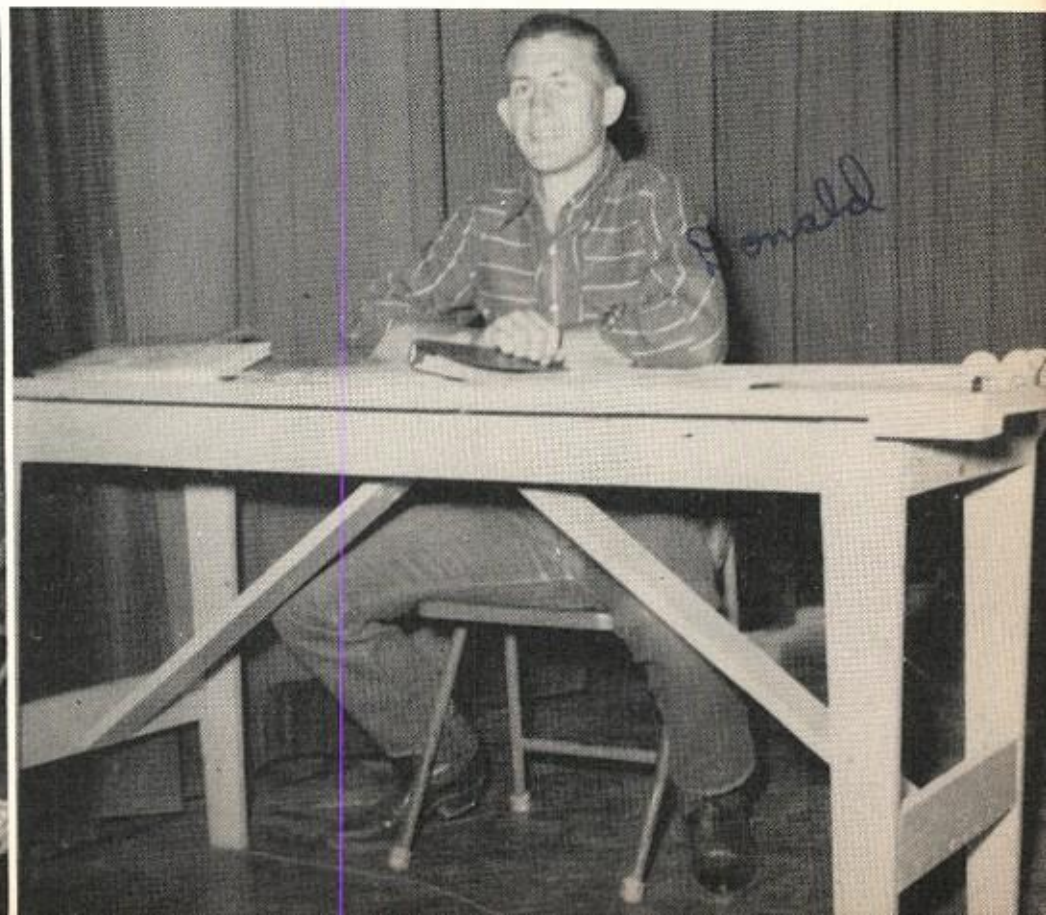
The sound of happy voices, the spirit of good sports, the molding of ideals and aspirations all blend into our high school experiences.

With sincere hopes of bringing a worthy souvenir of these significant days at Valley View to its many loyal students, the Staff has devoted many hours of work.

We feel that your satisfaction with this volume is our compensation and with this thought the Staff presents the 1954 CHIEFTAIN.

THE STAFF

THE STAFF

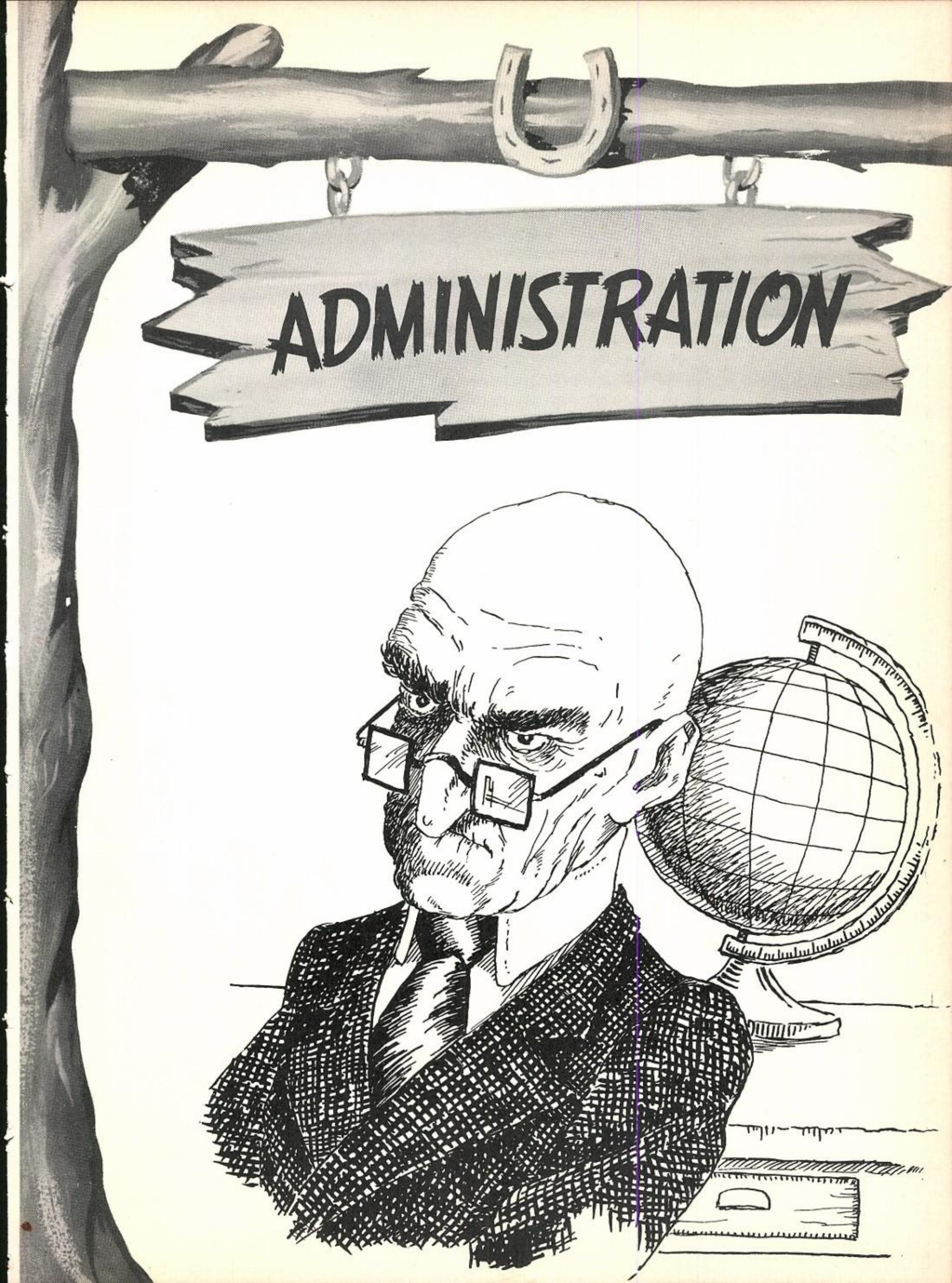


Joe Bob

Sue Boyd

Kay

ADMINISTRATION



CLARK C. WILKES, Superintendent

MR. GOLDEN

ADMINISTRATION

MR. CRENSHAW

MR. BRADLEY, Secretary

MR. HACKER, President

MR. BIRDWELL

MR. MOORE

MR. KIRKPATRICK

JAMES R. TAYLOR, Principal

FACULTY

MR. WILKES, Superintendent and English

MRS. WILKES, English and Spanish

MR. TAYLOR
Principal and Math

MRS. TAYLOR
English

MR. HAMMOND
Coach and Science

FACULTY

MISS ASTON
Commercial

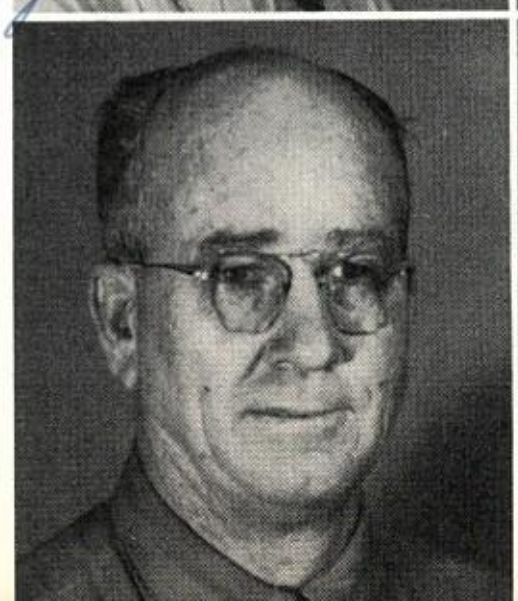
MISS HUCKABEE
Homemaking

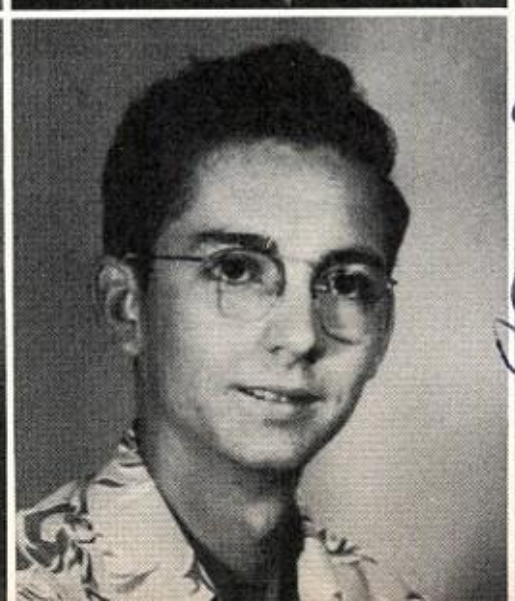
MRS. SNOW
Library

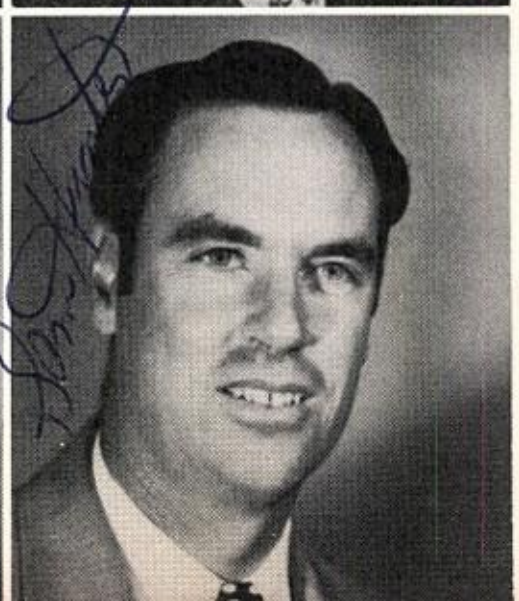
MR. MATTHEWS
Ind. Arts and Social Science

MR. WATIPKA
Band

MR. HUNTER
Tax-Collector



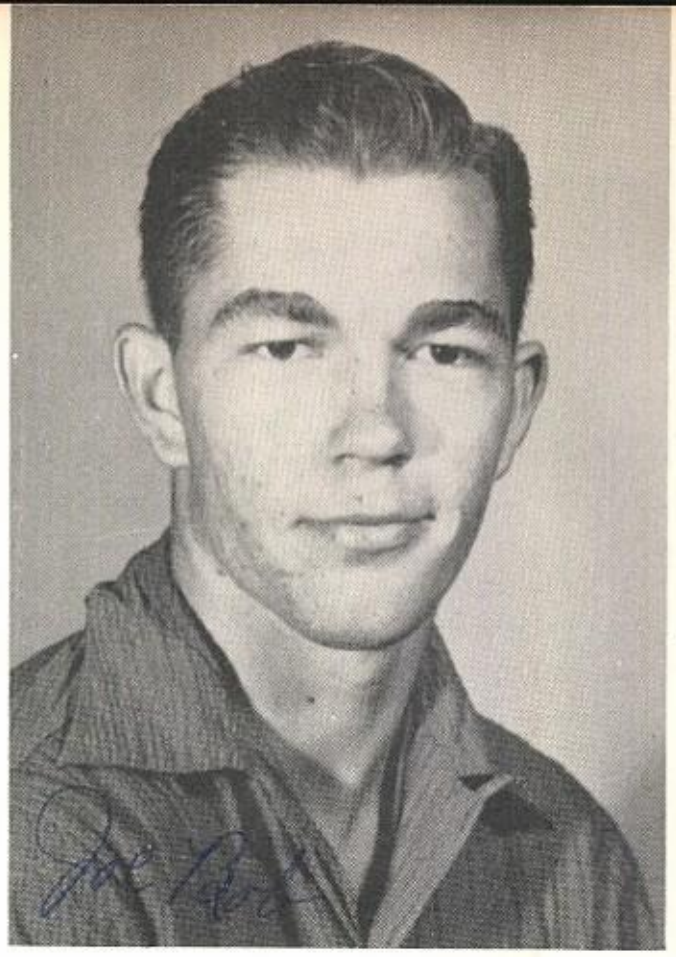




SENIORS

SUE BOYD
Basketball 1, 2, 3, 4
Volleyball 1, 2, 3, 4
Reporter 1
Vice President 3, 4
Homemaking Club 1, 2, 3, 4

JOE BOB MADERA
Class President 1, 2, 3, 4
Basketball 1, 2, 3, 4
Football 1, 2, 3, 4
Track 3, 4



KAY McCARTY
Basketball Manager 2, 3, 4
Class Secretary 3, 4
Chieftain Editor 4
Cheerleader 2, 3, 4
Volleyball 1, 2, 3, 4
Homemaking Club 1, 2, 3, 4

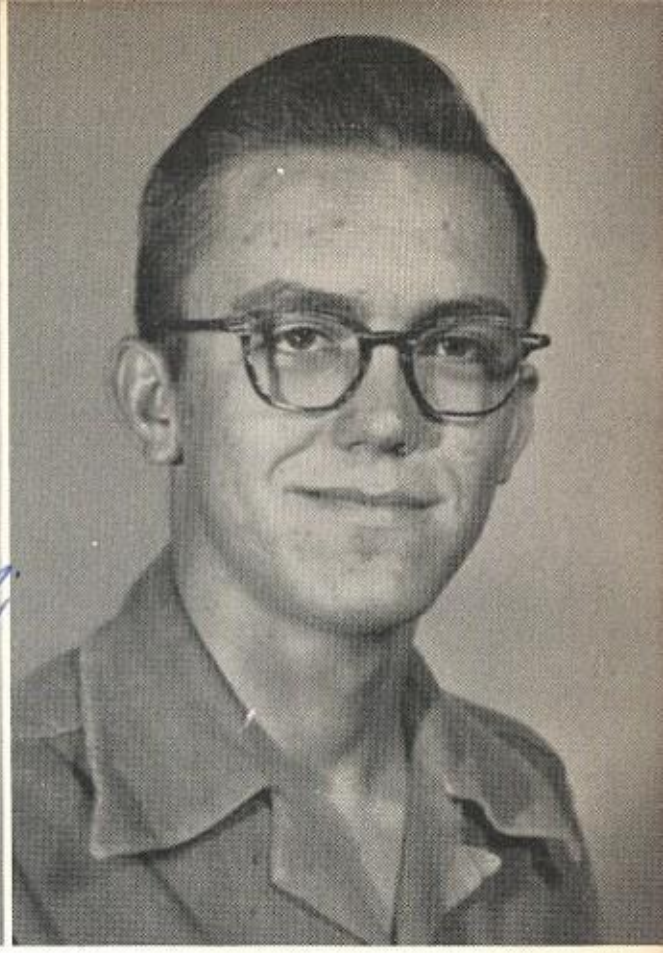
SENIORS

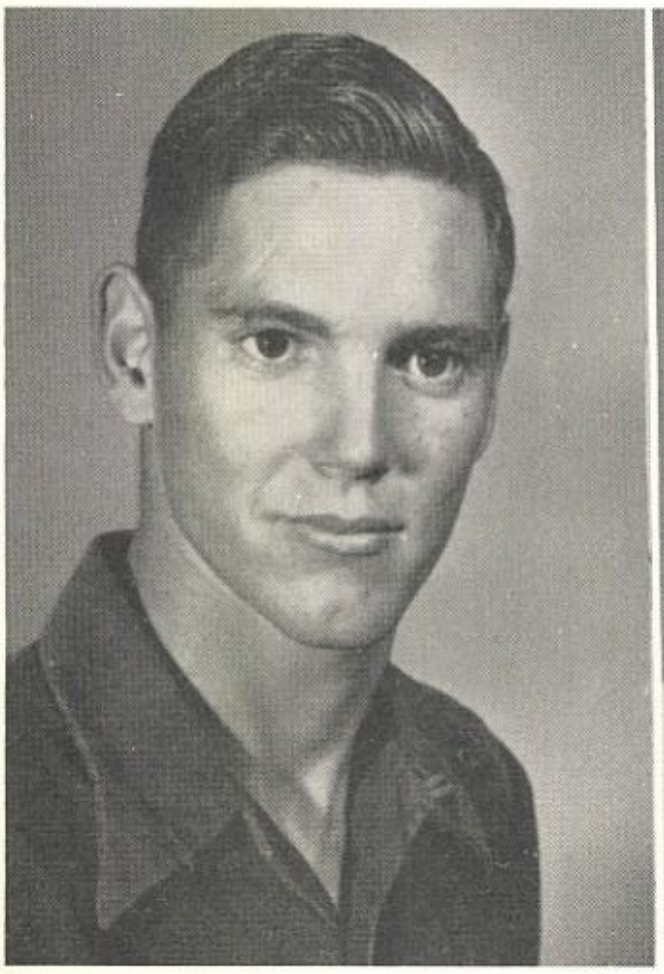
CONSUELLA STEED
Basketball 1, 2, 3, 4
Volleyball 1, 2, 3, 4
Journal Staff 3
Assistant Editor of
Chieftain 4
Band 1, 2, 3, 4
Homemaking Club 1, 2, 3, 4

LLOYD STONEKING
Basketball 1, 2, 3, 4
Football 1, 2, 3, 4
Track 1, 2, 3, 4
Business Manager of
Chieftain 4

SUE McDONALD
Basketball 1, 2, 3, 4
Volleyball 1, 2, 3, 4
Homemaking Club 1, 2, 3, 4

BILL FISHER
Basketball 3, 4
Track 3, 4



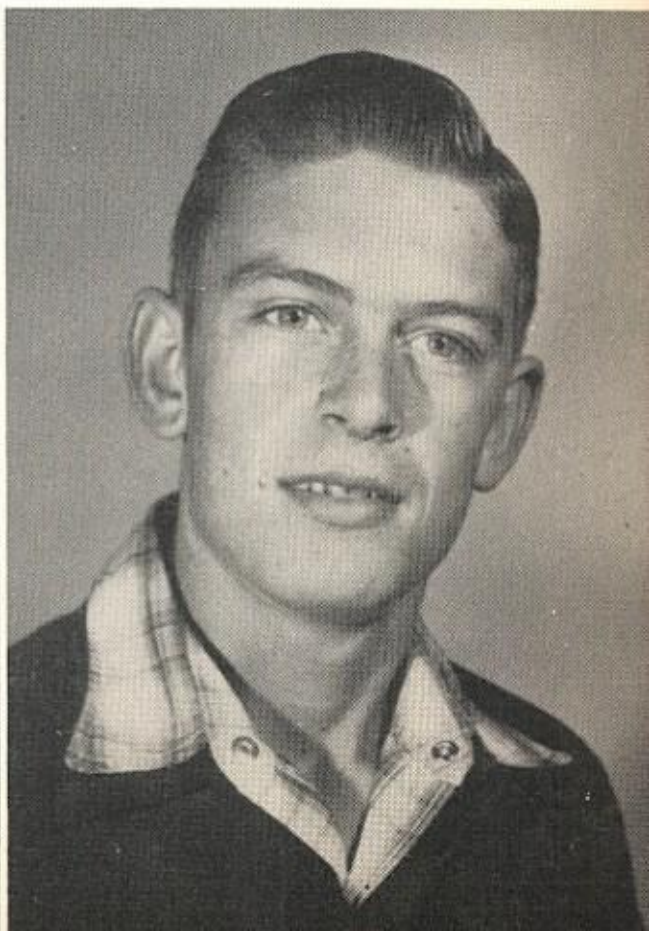


DOUGLAS THOMAS
Football 1, 2, 3, 4
Tennis 3, 4

SHARLENE McCASLAND
Homemaking Club 1, 2, 3, 4
Band 1, 2, 3, 4

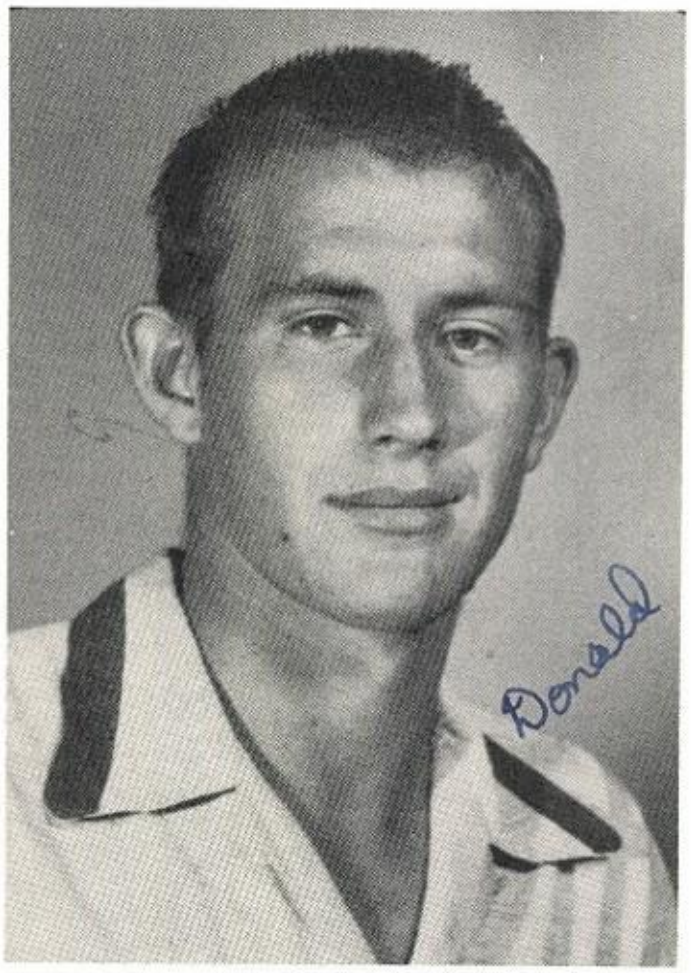
RUBYE ROBERTSON
Basketball 1, 2, 3, 4
Volleyball 1, 2, 3, 4
Band 1, 2, 3, 4
Homemaking Club 1, 2, 3, 4

HAROLDWAYNE CAGLE
Football 4
Tennis 4



SUSIE WOOD
Basketball 1, 2, 3, 4
Band 1, 2, 3
Homemaking Club 1, 2, 3, 4
Tennis

JANICE HASLEY
Band 1, 2, 3, 4

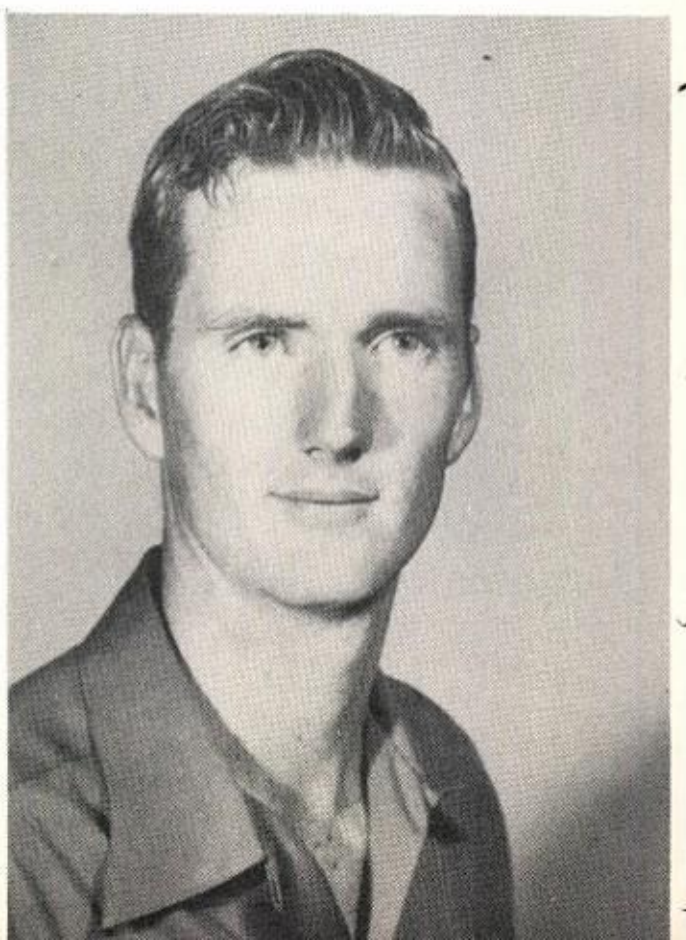


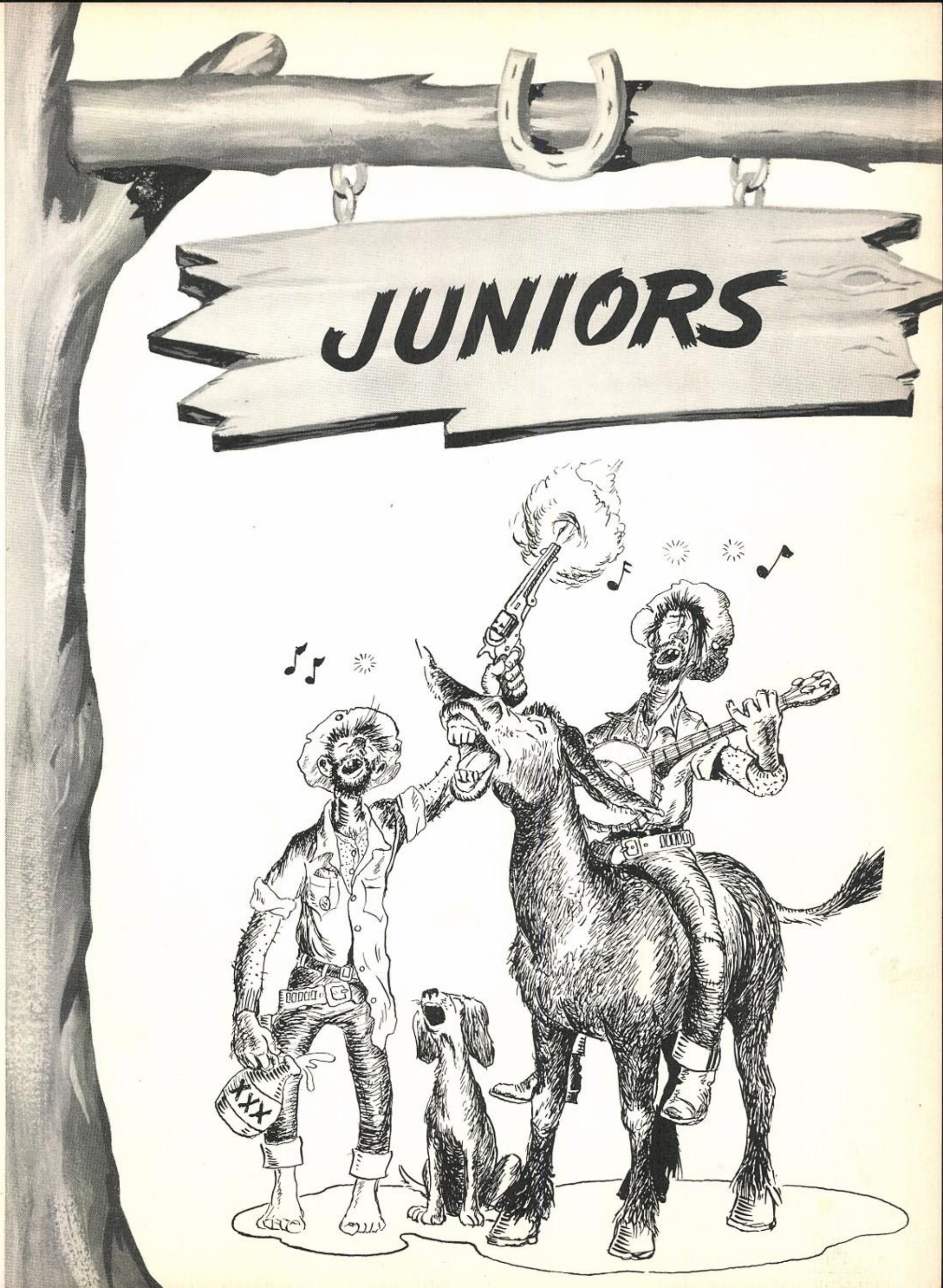
DONALD RAY LUCY
Basketball 1, 2, 3, 4
Football 1, 2, 3, 4
Track 1, 2, 3, 4
Assistant Business
Mgr. Chieftain 4

SENIORS

SHIRLEY GUNTER
Band 1, 2, 3, 4
Homemaking Club 1, 2, 3, 4
Volleyball 2, 3, 4

ODELL CASE
Football 1, 2, 3, 4
Basketball 1, 2, 3
Track 1, 2, 3



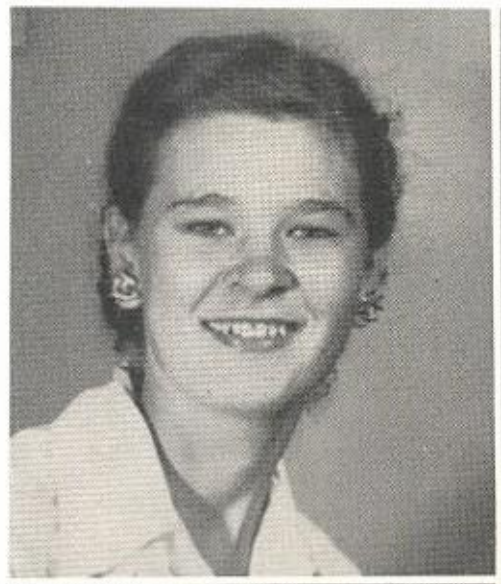

JUNIORS

DEWAYNE PARNELL

MACK COURTNEY

ZONA WILLIAMS

JUNIORS



DOROTHY NEWMAN

MARILYN SPRADLIN

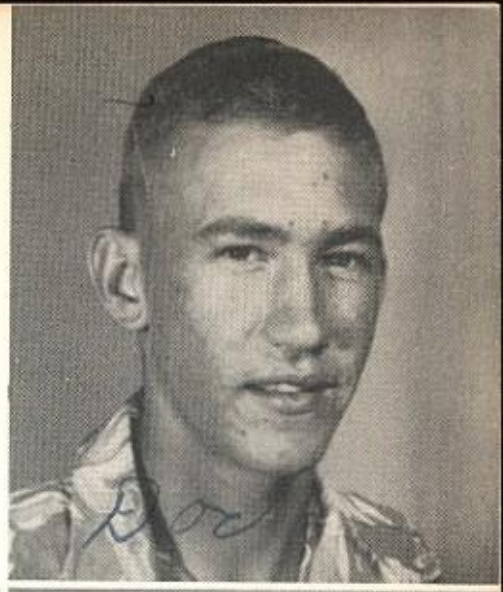
SUE FAULKNER

GENE CASE

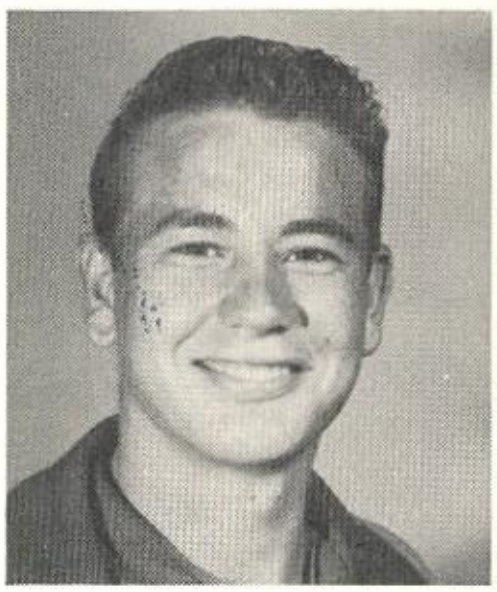
R. L. YARBROUGH

MARTHA STEWART

JUNIORS

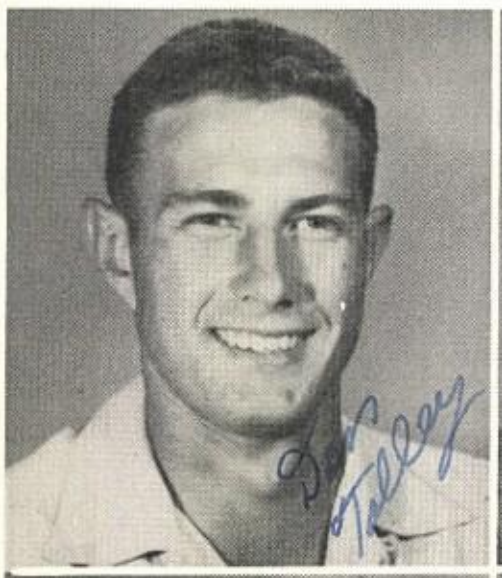


DAWSON STEPHENS



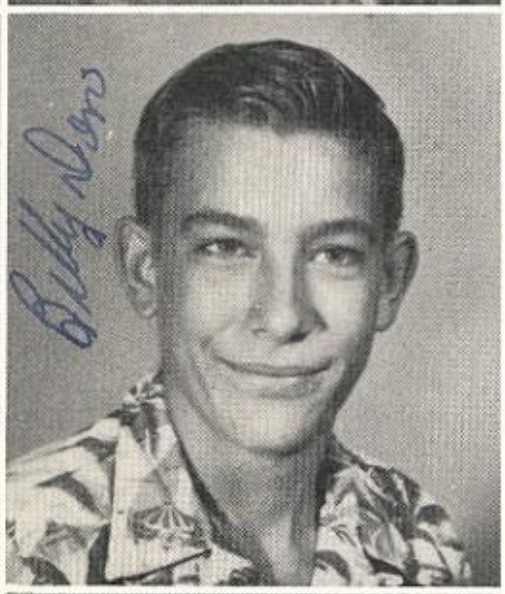
ROBERT JOHNSON

ALMA RUTH LEWIS



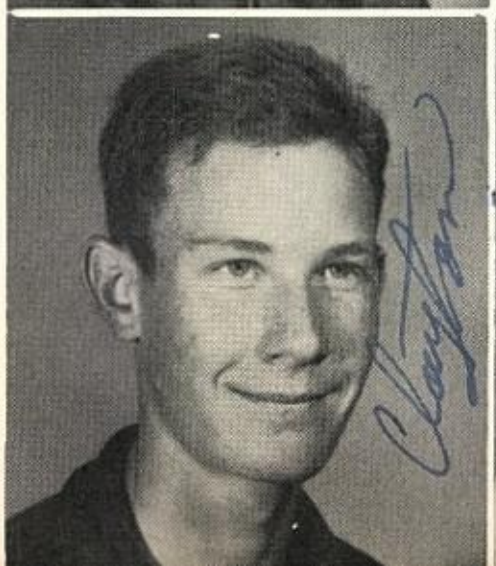
DONALD RAY TALLEY

JANIE (MYERS) CASE



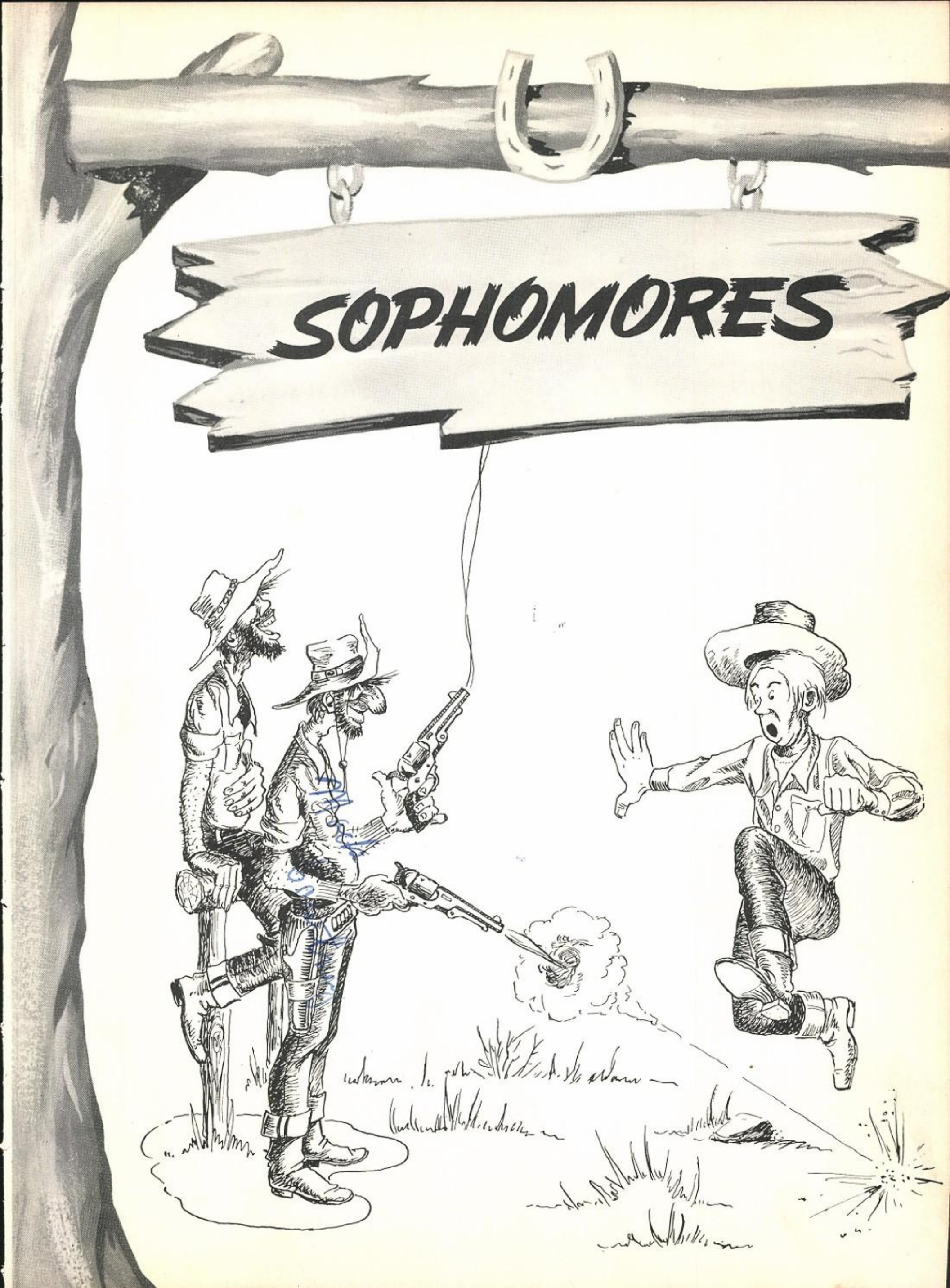
PATRICIA BEISCH

BILLY DON COMBS



CLAYTON MARRIOTT

BOB MACK PRUETT


SOPHOMORES

Lehman Spruiell
President

Vera Mae Lucy
Vice President

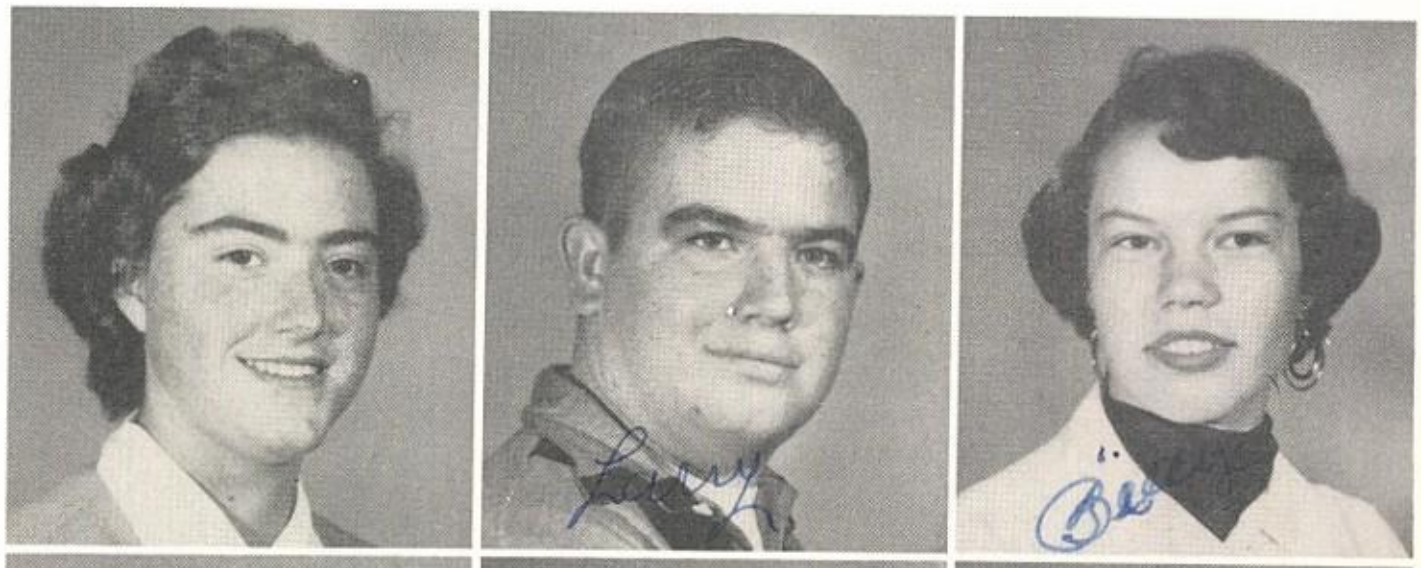
Lahoma Beisch
Secretary

Sandra Roark
Treasurer

Joan Early
Reporter

Bob Land

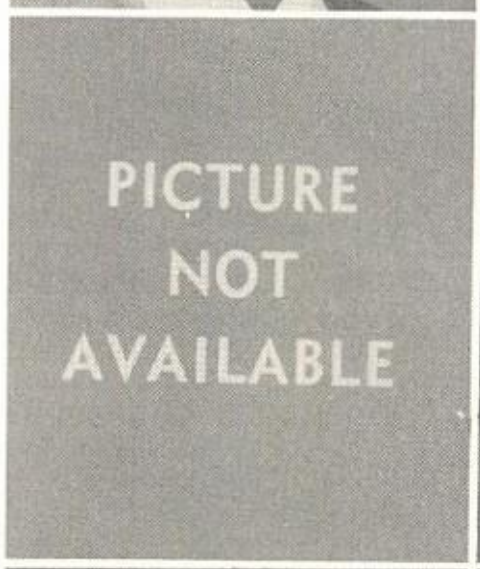
SOPHOMORES



Barbara Clubb

Larry Crumpton

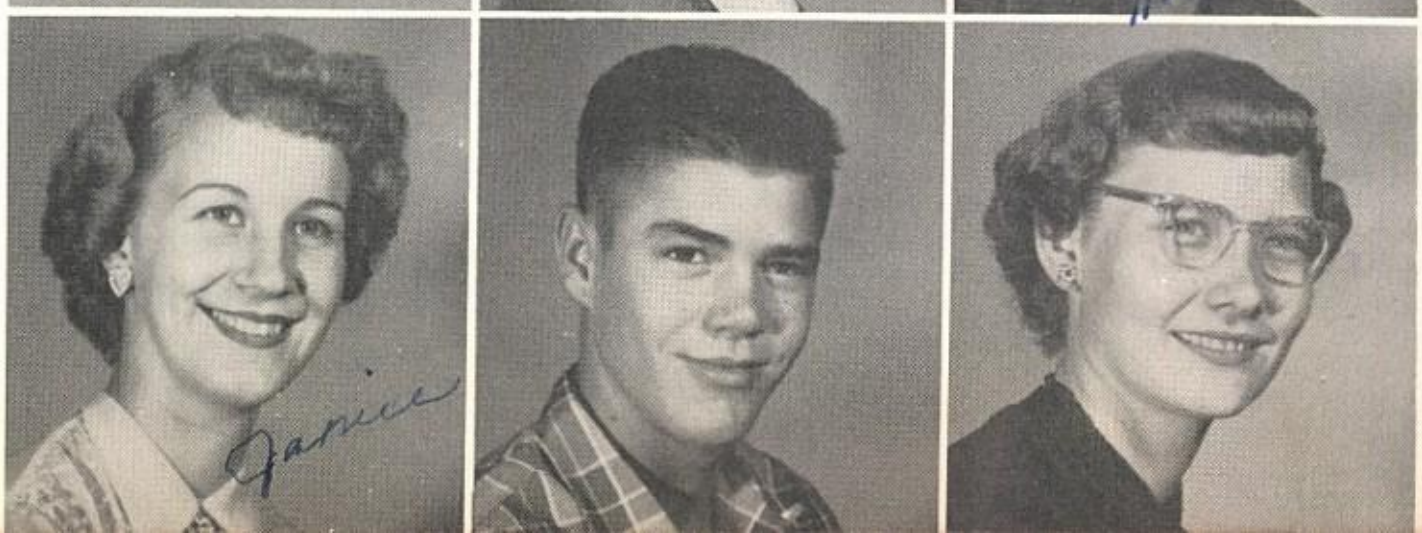
Billye Henderson



Dickie Hood

Bernice Forson

Bennie Rogers



Janice Carr

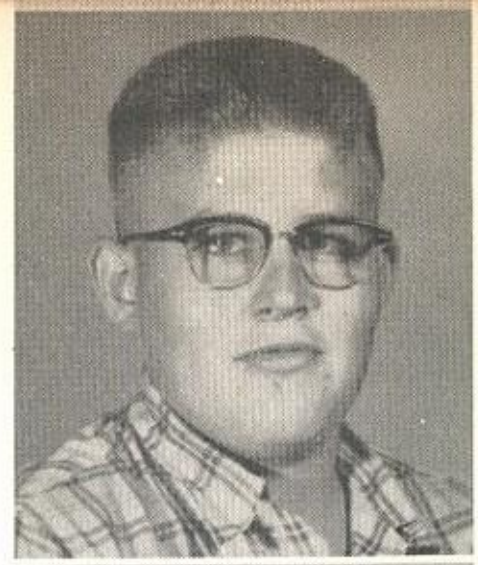
David Waters

Delores Ramsey

Malcolm Karstetter

Cynthia Howes

Dewayne Kuykendall



Shirley Alexander

Bobby Lipe

Sue Stewart

SOPHOMORES

Dickie Myers

Sally Stephens

Virginia Gunter

Opal Harpole

Sylvia Gee

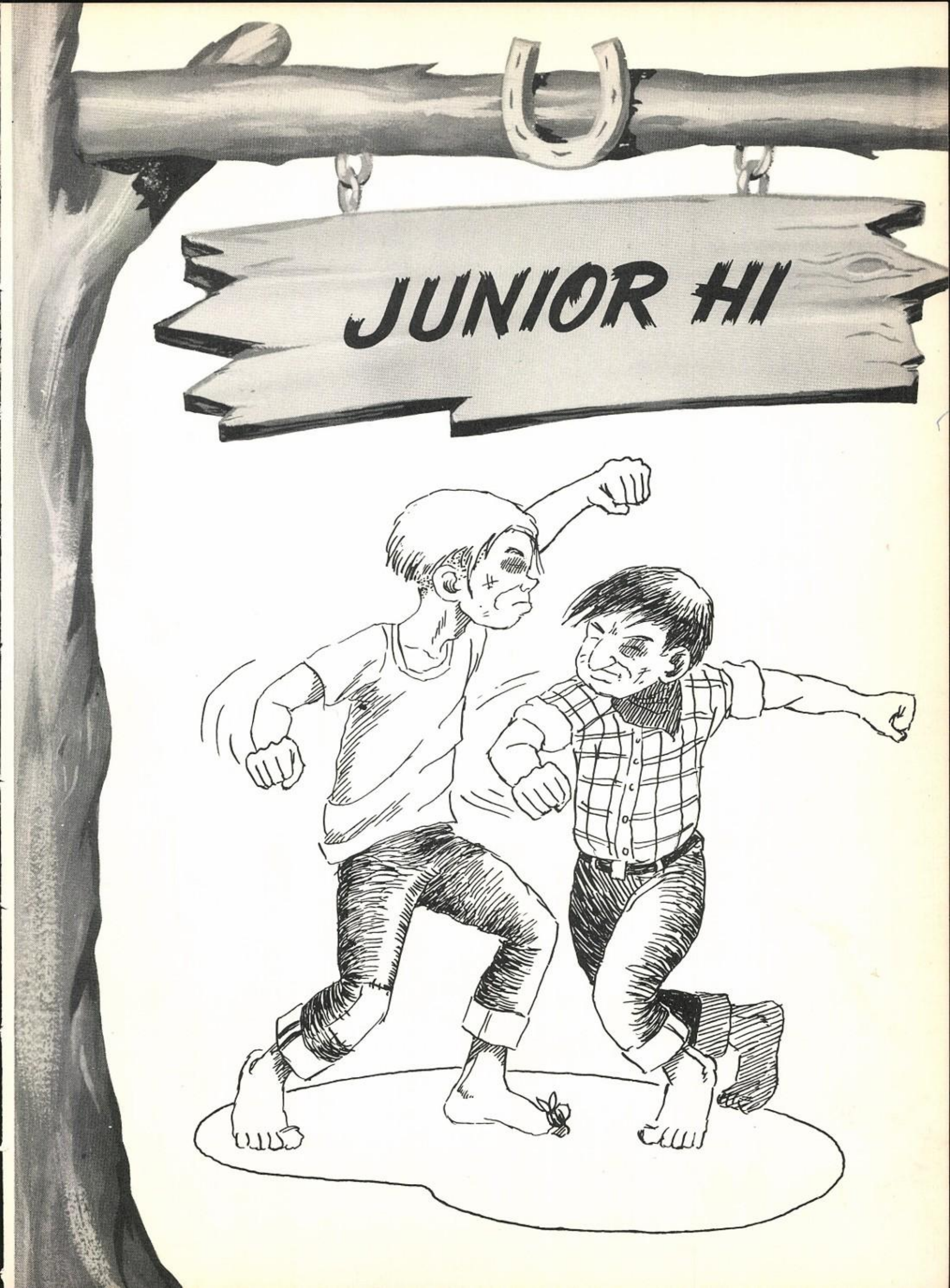
Alice Wilson

Charlene Williams

Troy Wilson

CLASS WILL

SUE BOYD	Leaves her ability to play tennis to Alma Ruth Lewis.
HAROLD CAGLE	Leaves his ability as a great actor to Clayton Marriott.
ODELL CASE	Leaves his extra height to Billy Don Combs.
BILL JOHN FISHER	Bequeaths his ability to keep a girl friend to Donal Ray Talley
SHIRLEY GUNTER	Leaves her ability to stay out of fights to Zona Williams.
JANICE HASLEY	Leaves her ability to type to Doc Stephens.
DONALD LUCY	Leaves his talent as a great poet to anyone who can take it.
JOE BOB MADERA	Leaves his ability to crack jokes to Mac Courtney.
CONSA STEED	Leaves her ability to tell the truth to Dorothy Newman.
KAY McCARTY	Leaves her ability to keep quiet to Martha Stewart.
RUBYE ROBERTSON SHARLENE McELROY	Both leave their ability to catch a husband to the rest of the class
LLOYD STONEKING	Leaves his talent as a great lover to Dewayne Parnell
DOUGLAS THOMAS	Leaves the art of careful driving to Patricia Beisch.
SUSIE WOOD	Leaves to the school the good name of our class of 1954.


JUNIOR HI

FRESHMEN

Garland Bankston
Elmer Beisch
Royce Coats

Irene Conway
Laverne Copeland
Carolyn Dean
Carol Evans

Mike Fisher
Jon Wayne Fulfer
Herman Fulfer
Jo Ann Gee

Sammye Henderson
Jobeth Pruett
Billy Sanders
Virginia Scitern

Foster Merritt
Jack Hodgkins
Lavenia Kearsey
Karen Kirkpatrick

Helen Kuykendall
James McCarty
Jan McCarty
Jimmy Madera

Lillian Self
Lynn Spruiell
Carol June Talley
Dorothy Tigrett

Marilyn Waters
William Willeford
Kathleen Wood
John Wood

EIGHTH GRADE

Patsy Baker
Jan Collins
Loretta Case
Jo Collins

Joyce Copeland
Chas. Courtney
Marion Courtney
Linda Crumpton

Marilyn Dean
Sharon Dority
Hardy Lee Gage
Carl Hammill

Delbert Huffman
Nadine Johnson
Wilma Kingcade
Walter Lavender

Patricia Newman
Terry Parnell
Lyndall Preston
Roberta Rogers

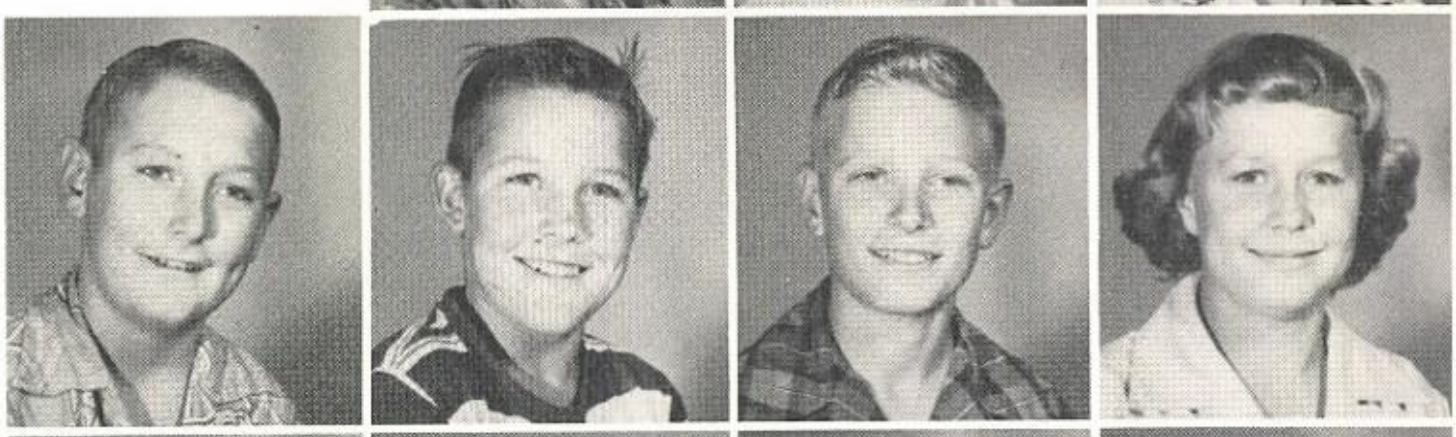
Ginger Simmons
Deanna Smith
Lou Ellen Smith
Robert Tully

Jerry Wright
L. C. Wright
Virgie Wright
Donald Young

SEVENTH GRADE

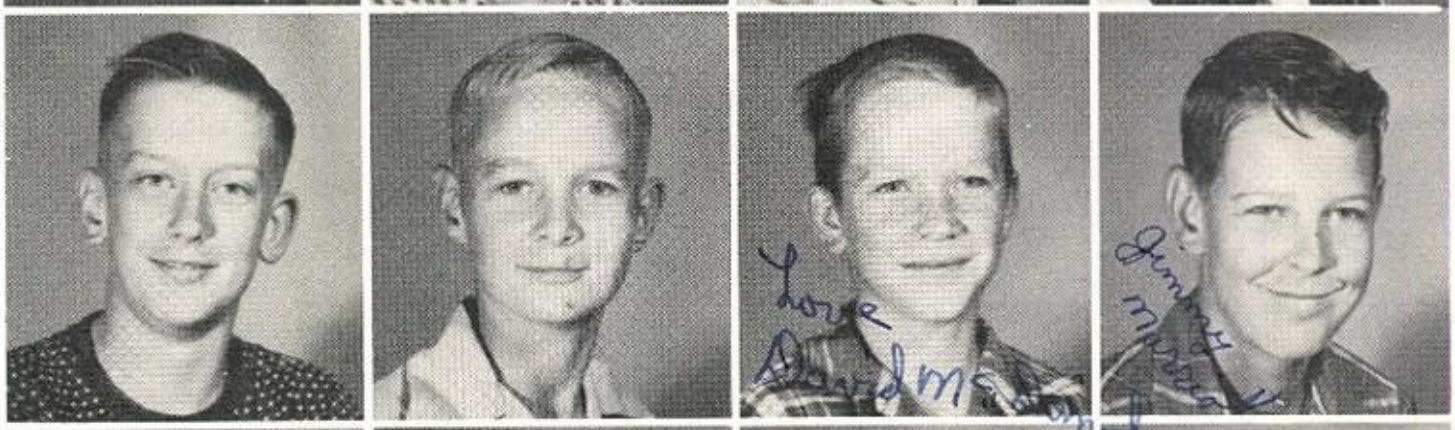
Louis W. Barger
Verna B. Beisch
Lawrence A. Beisch

Jerry Carroll
Mack Chastain
Johnnie Crenshaw
Janell Gunter



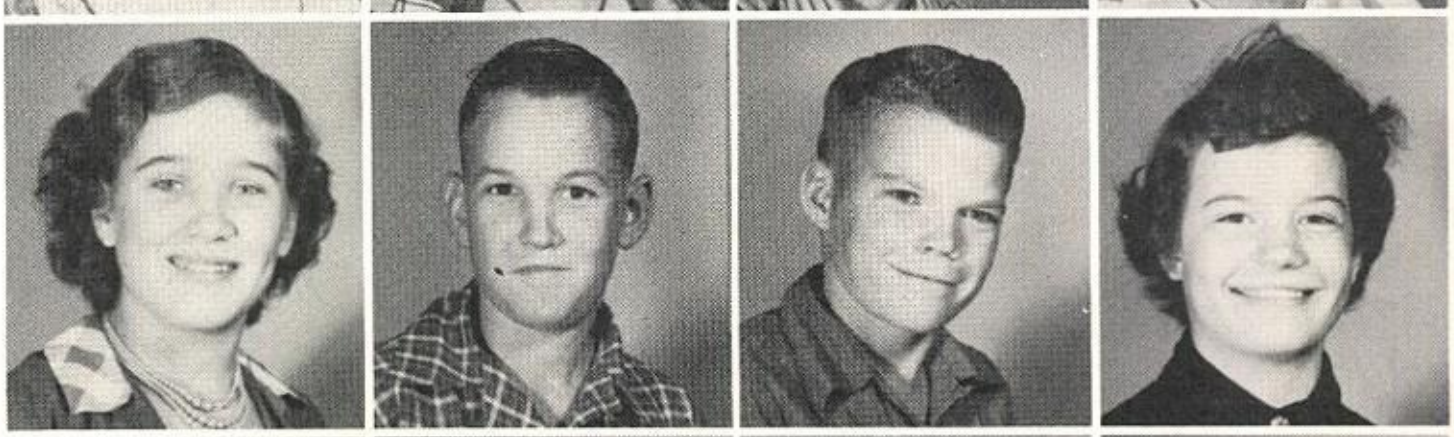
Emmett Hartsfield
Mildred High
Mickey Hood
Karen Husted

Louis Jackson
Fritz Kearsey
David McDaniel
Jimmy Marriott



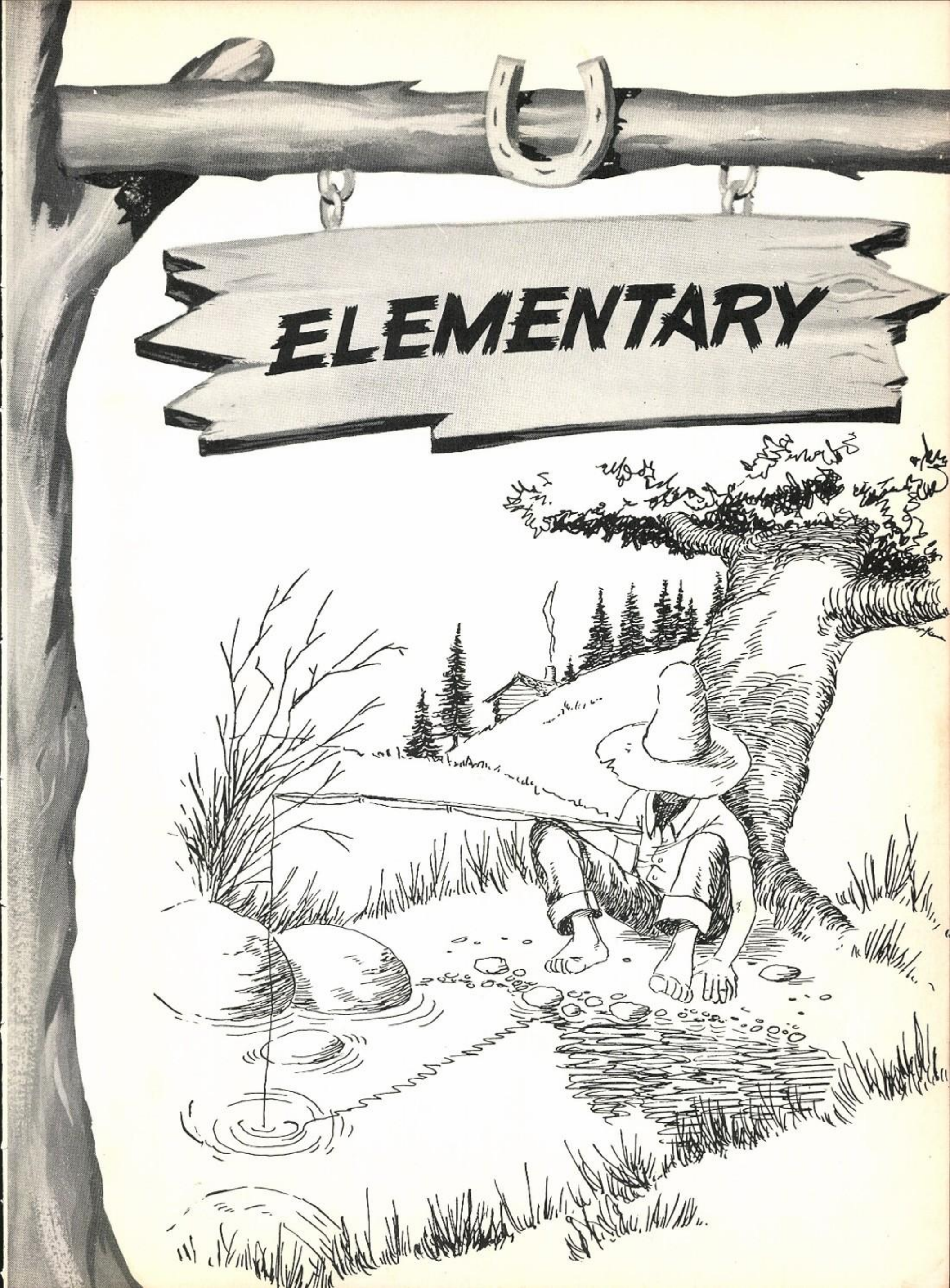
Bessie Potter
Dale Moore
Donald Potter
Leon Smith

Barbara Sanders
Wilburn Nichols
Rondle Willeford
Virginia Henderson



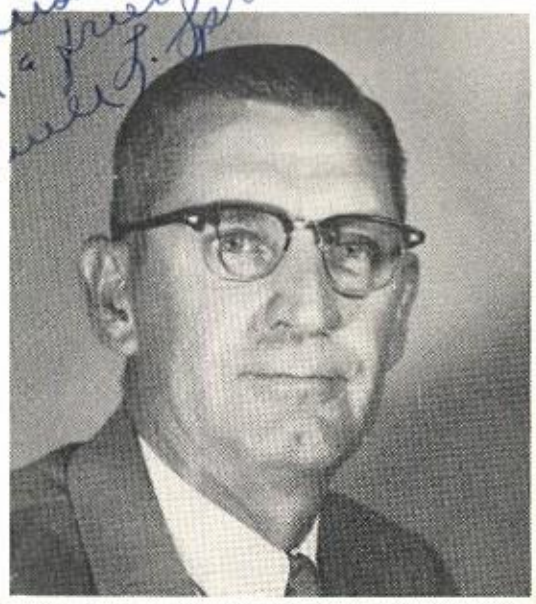
Ardys Sanders
Judy Stewart
Naomi Ramsey
Tommy Yarbrough

ELEMENTARY



FACULTY

Best wishes
from a friend
Euell T. Spruiell



MR. SPRUIELL, Principal

MISS PEGGY MORRIS
Second Grade

MRS. COPE
Fifth Grade

MRS. SIMS
First Grade

MRS. POTTER
Second Grade

MRS. BRYANT
Third Grade

MRS. BRADFORD
Fourth Grade

MRS. TAYLOR
Sixth Grade

MRS. GAY
Music

Ginger Birdwell
Jerry Dan Brown

Winnie Fern Case
James Dickerson
Nettie Calhoun

Sandra Dority
Jerry Fulfer
Robert Fulfer

Clifford Hacker
Mona Jackson
William Jackson

SIXTH GRADE

Linda Gayle McDaniel
Gary Moore

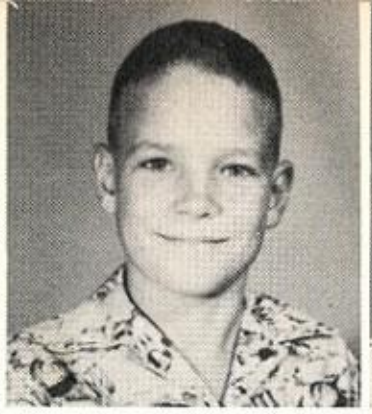
Rayford Newman
Bobby Preston
Geneva Rogers

Daniel Saddler
Wanda Smith
Lynell Spruiell

Georgia Stewart
Perry Wheeler
Felton Williams

FIFTH GRADE

Anna Birdwell
Gayle Bradley
Mary Calhoun
Billy Case



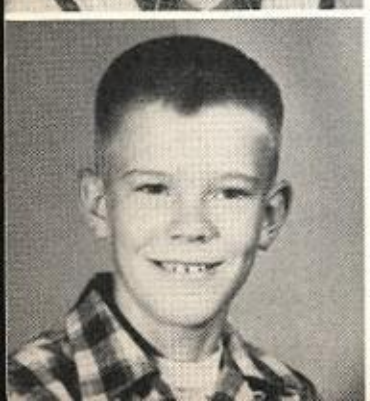
James Cowager
Michael Crumpton
Judy Davis
Shirley Fulfer

Sharon Gee
Jane Golden
Jimmy Hammill
Eva Hodgkins

Linda Jones
Donna King
Virgil Kuykendall
Jay Lavender

Danny Lewis
Martha Petty
Henry Phillips
Clifton Scitern

Lois Street
Sonja Thompson



James Waters
Marcus Wright
Joe Fisher

Gayle Baker
Mary Barbee
Lindsey Brown
Phillip Carnes

Sandra Case
Loveta Conway
Carolyn Crenshaw
Carl Dickerson

Phyllis Golden
Nancy Harpole
Patsy Henderson
Lillian Huffman

FOURTH GRADE

Teena Lewis
Paula Lipe
Etta Marriott
Carla Jean McCarty

Ora Marriott
Jean Mishoe
Harvey Newman
Joe Patterson

Charles Petty
Mildred Phillips
Margaret Saddler
Wynell Sanders

Della Ann Sasser
Mickey Stewart
Sharon Woodard
Lucky Wright

THIRD GRADE

Joe Calhoun
Evelyn Case
Ronald Dority
Frankie Eidson

David Gage
Sandra Gee
Larry Gunter
Gary Hammill

Sally Hasley
Janice High
Susan Hood
Cecil Hooten

John David Jackson
Barbara King
Johnnie Kuykendall
Keith Lavender

Denton Wesley Lingle
Donald Gene Matthews
Judy Moore
James Mowery

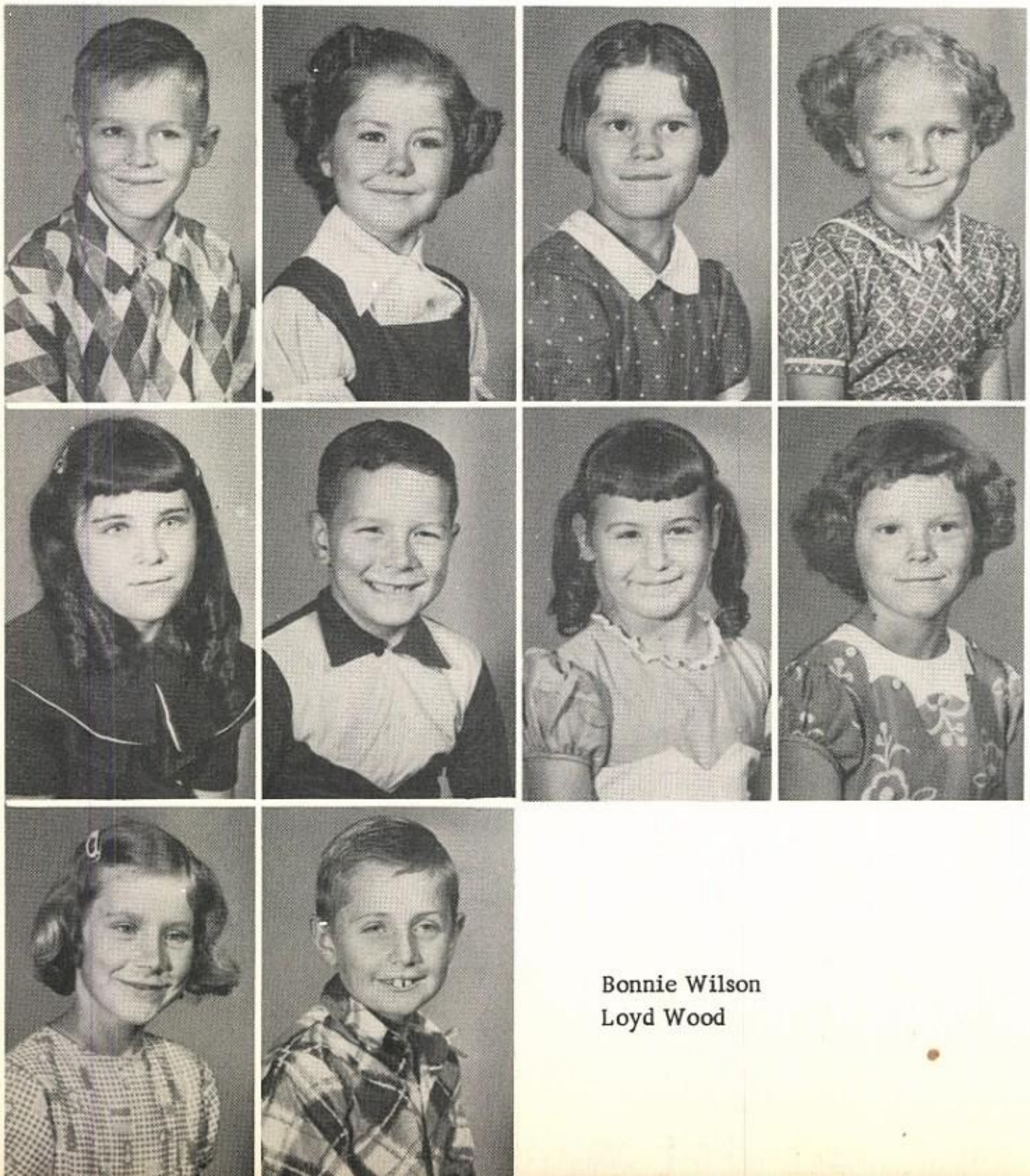
Tooter Rogers
Mary Jean Stewart
Freddie Street
Edward Williams

David Willeford
Carolyn Wilson
Leon Witherspoon
Sandra Ann Wood

Jimmy Barger
Albert Chastain
Jackie Crumpton
Robert Edwards

Billie Gholson
Donnie Hodgkins
Linda Kingcade
William Kincade

SECOND GRADE



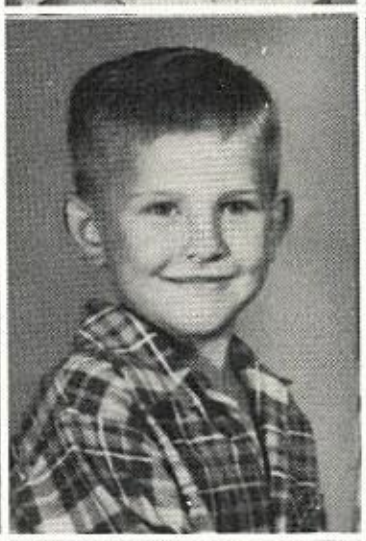
Jarrell Kuykendall
Lanita Mishoe
Louise Petty
Wilma Sanders

Georgette Sasser
Timmie Sloan
Mary Stewart
Patsy Willeford

Bonnie Wilson
Loyd Wood

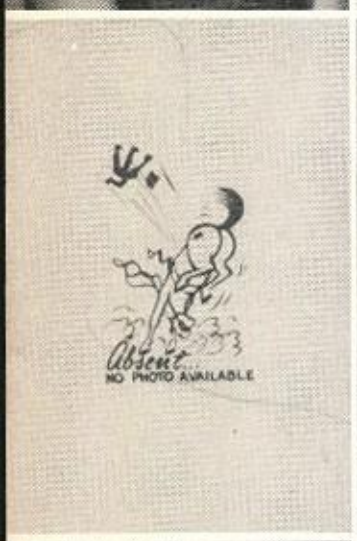
FIRST GRADE

Barbara Brantley
Dorothy Calhoun
Tresa Case
Jan Davis



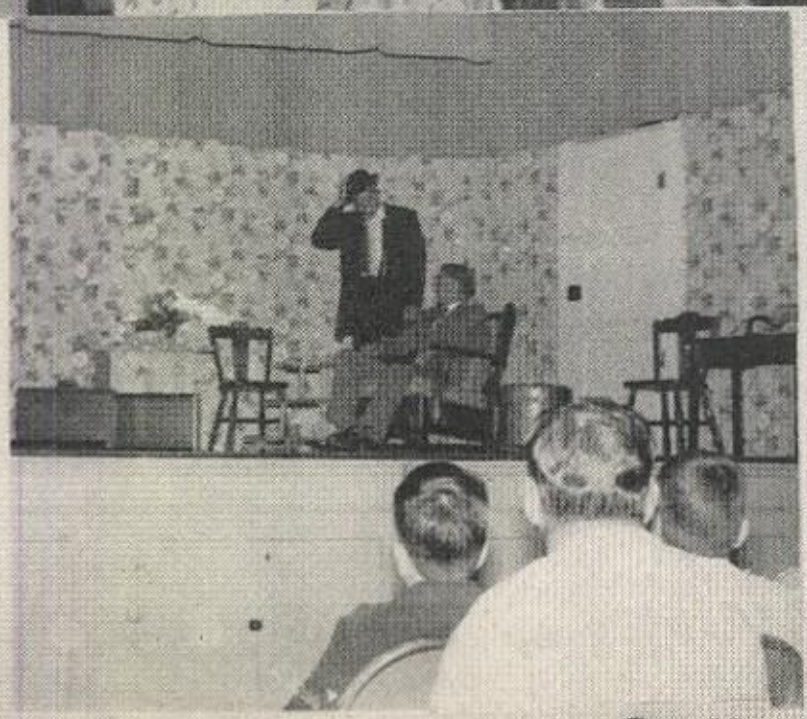
Charles Chambles
Anna Kocyan
Allen Dority
David Jackson

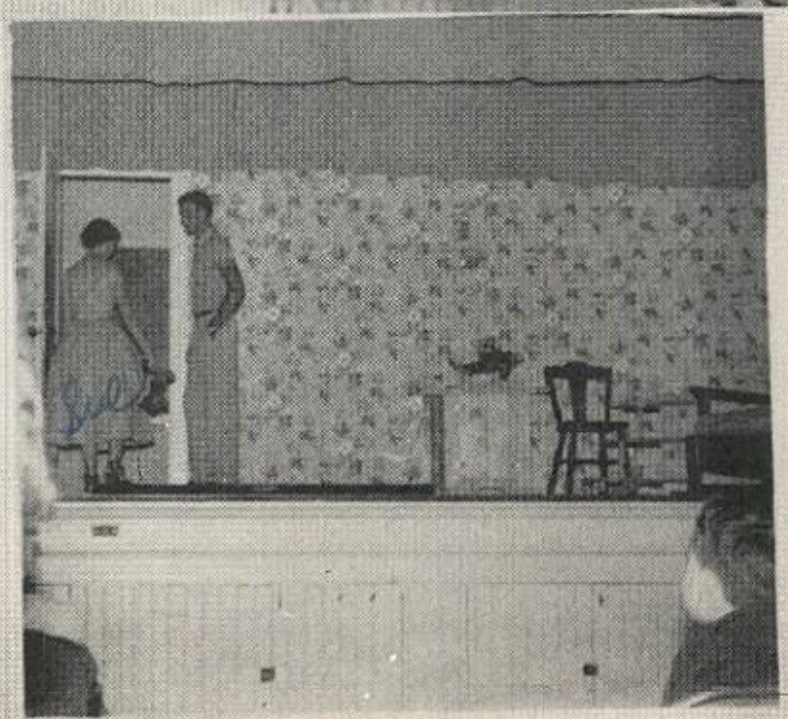
Melba Kingcade
Margaret Lewis
Barbara McCoy
Karen Pierce



Earl Saddler
Darla Wheeler
Carolyn Wood
Michael Lewis

Joe Woodward
Wayne Young
Margaret Maynard
Christie Van Pelt

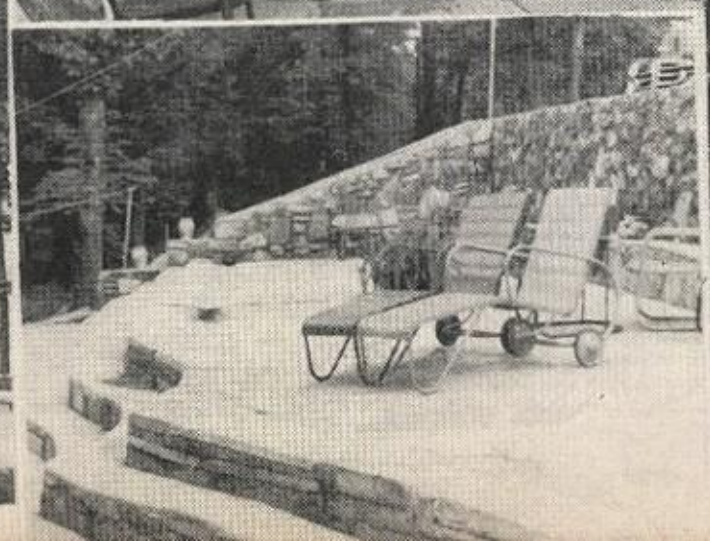


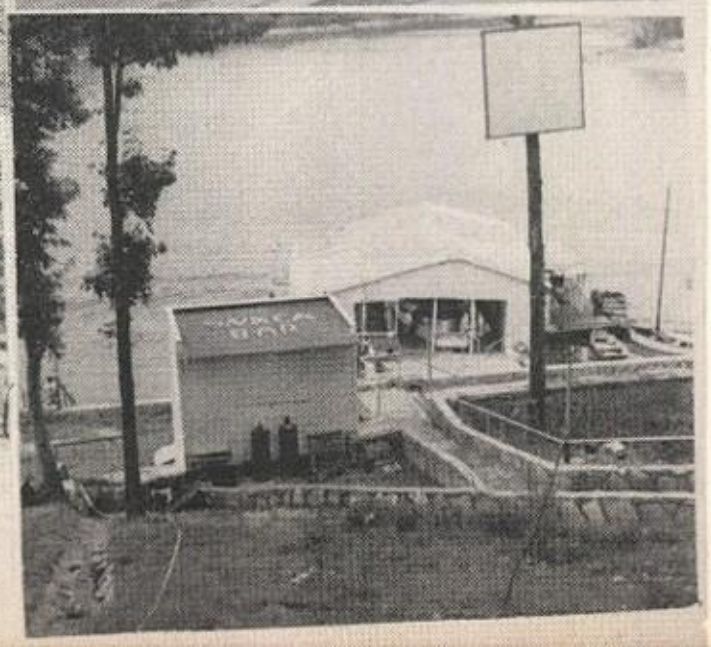


SENIOR PLAY

KIRKWOOD LODGE

MISSOURI'S LAKE OF THE OZARKS





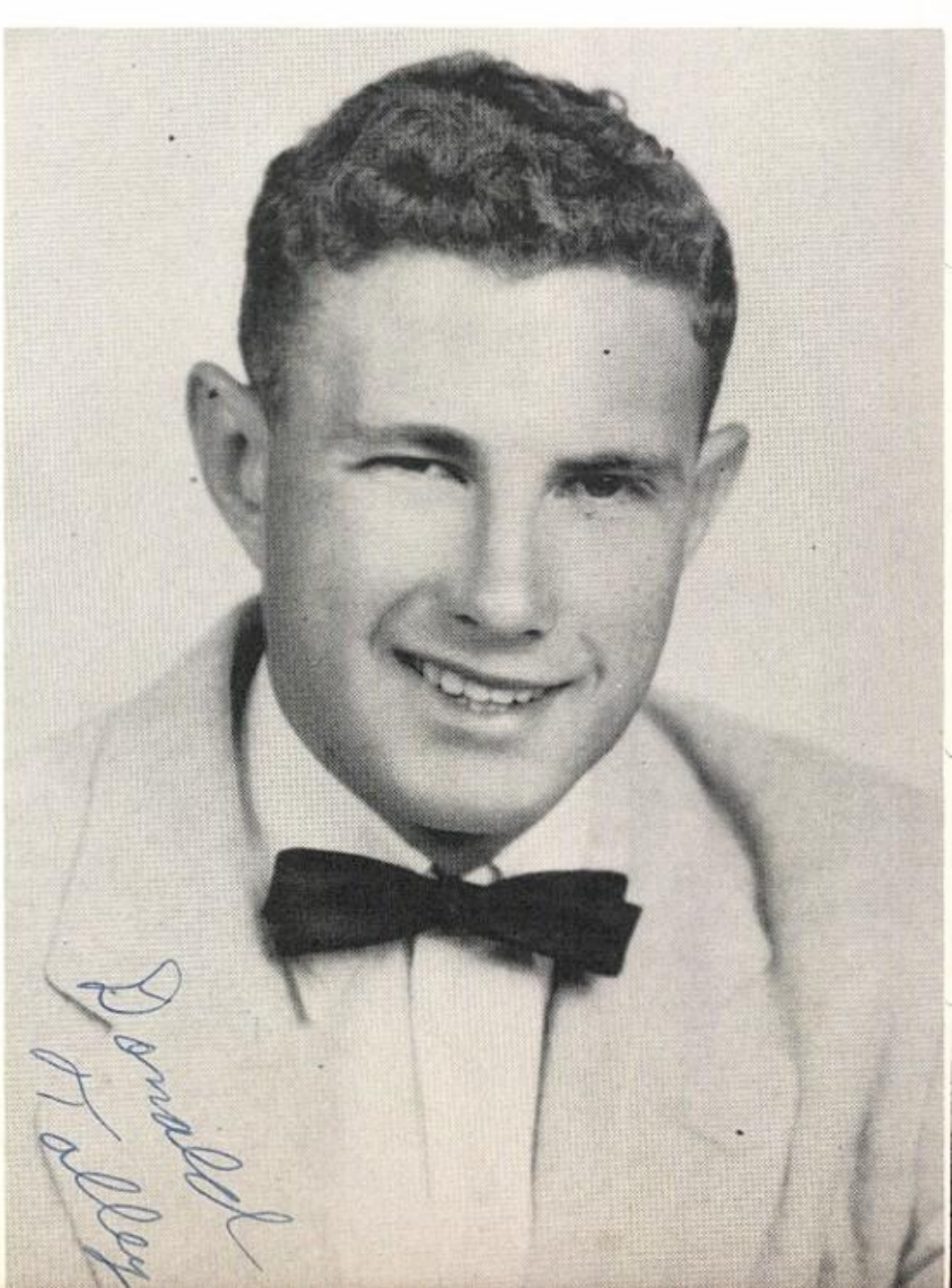
FAVORITES

Best All-Around Girl

SUE BOYD

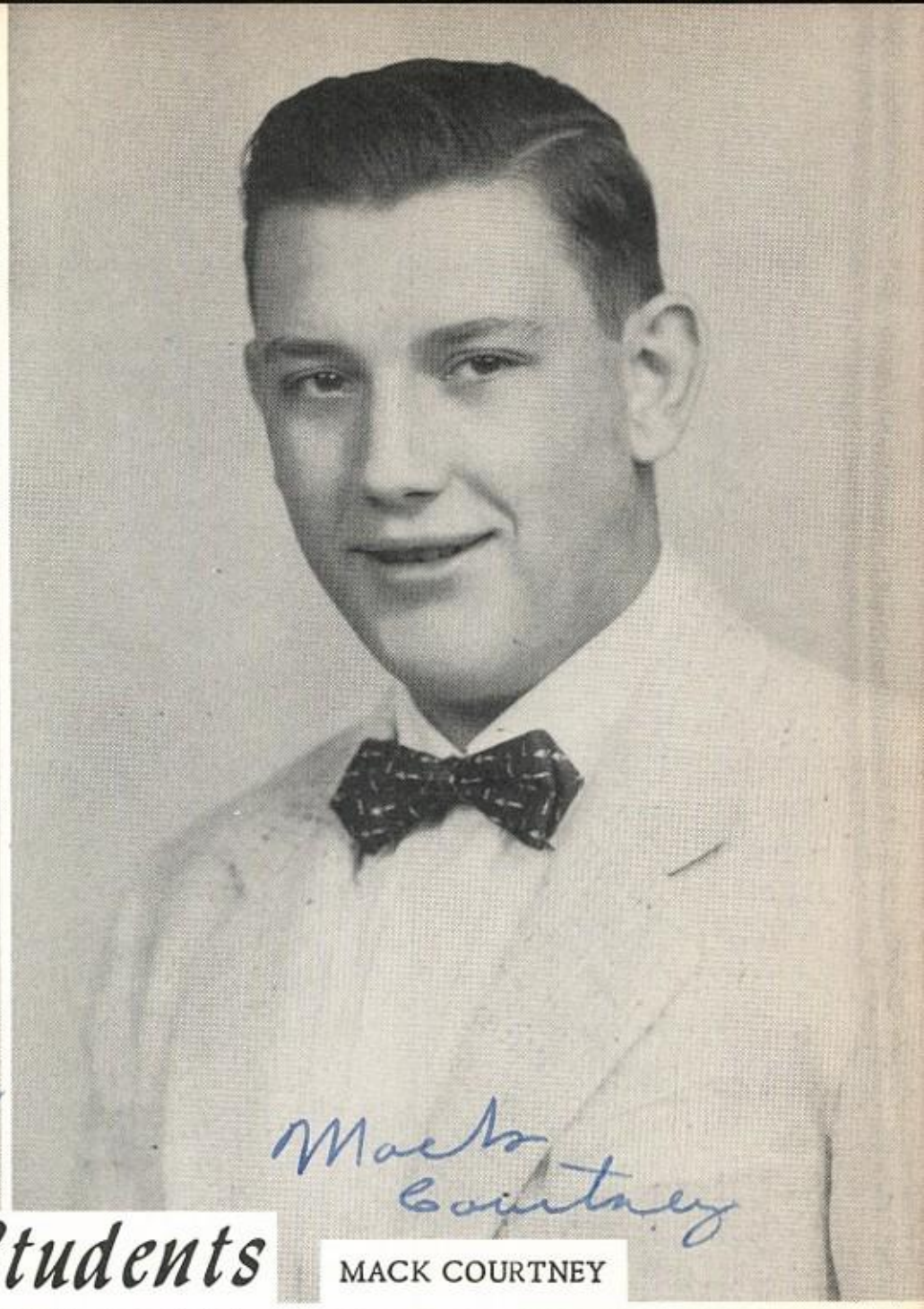
Best All-Around Boy

DONALD TALLEY



VERA MAE LUCY

Best Students

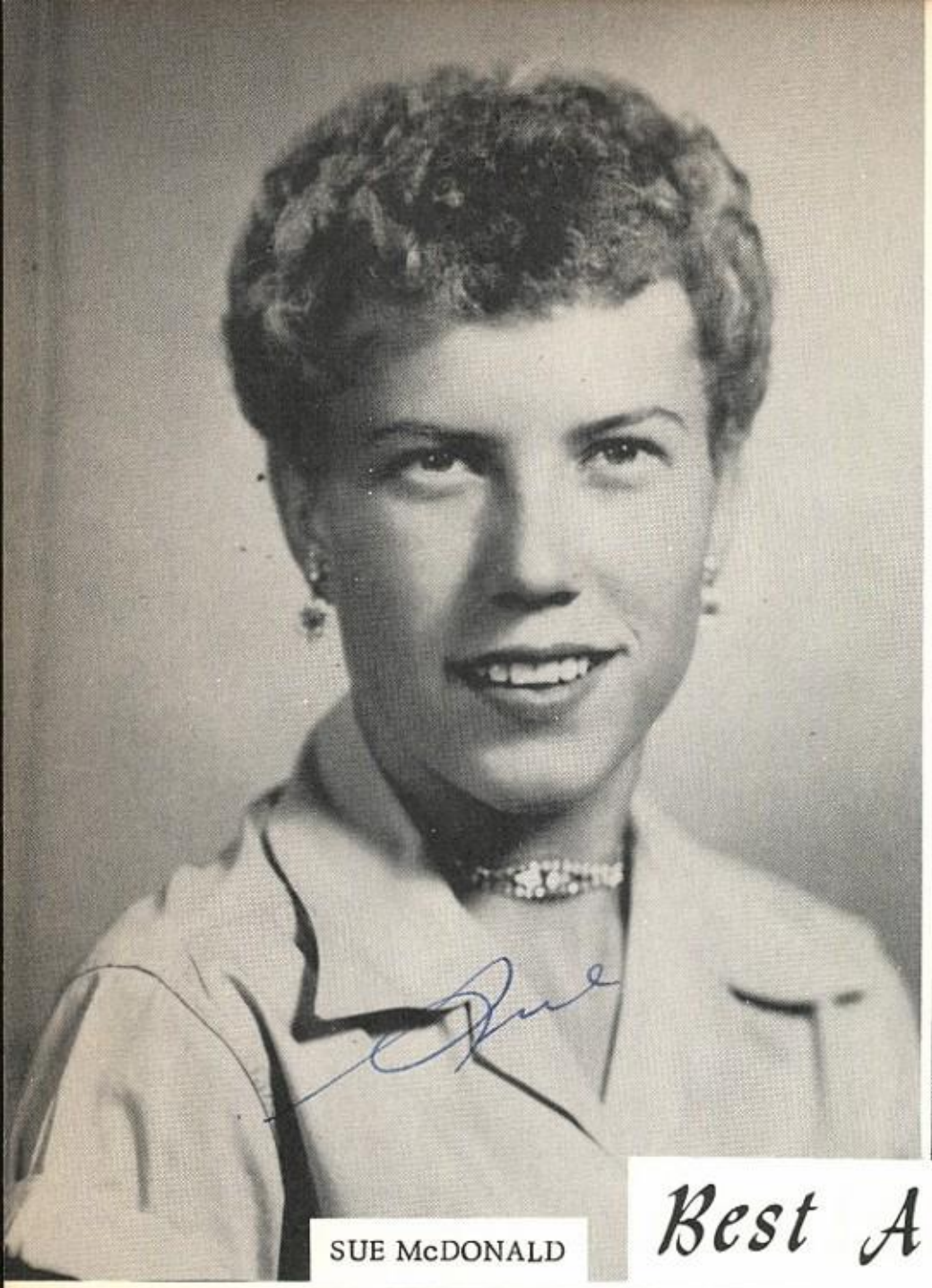


MACK COURTNEY

JOE BOB MADERA

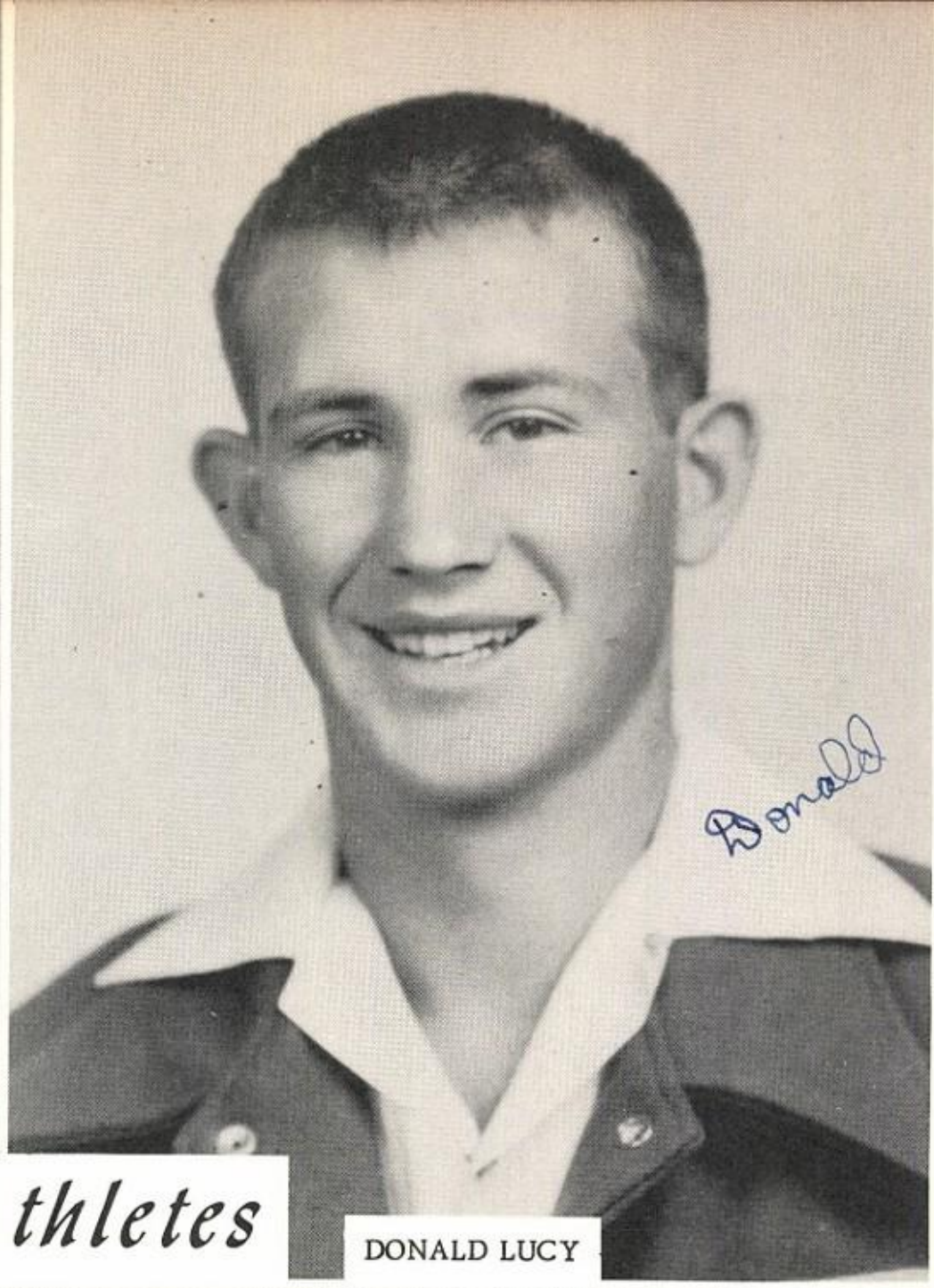
Best Citizens

ZONA WILLIAMS

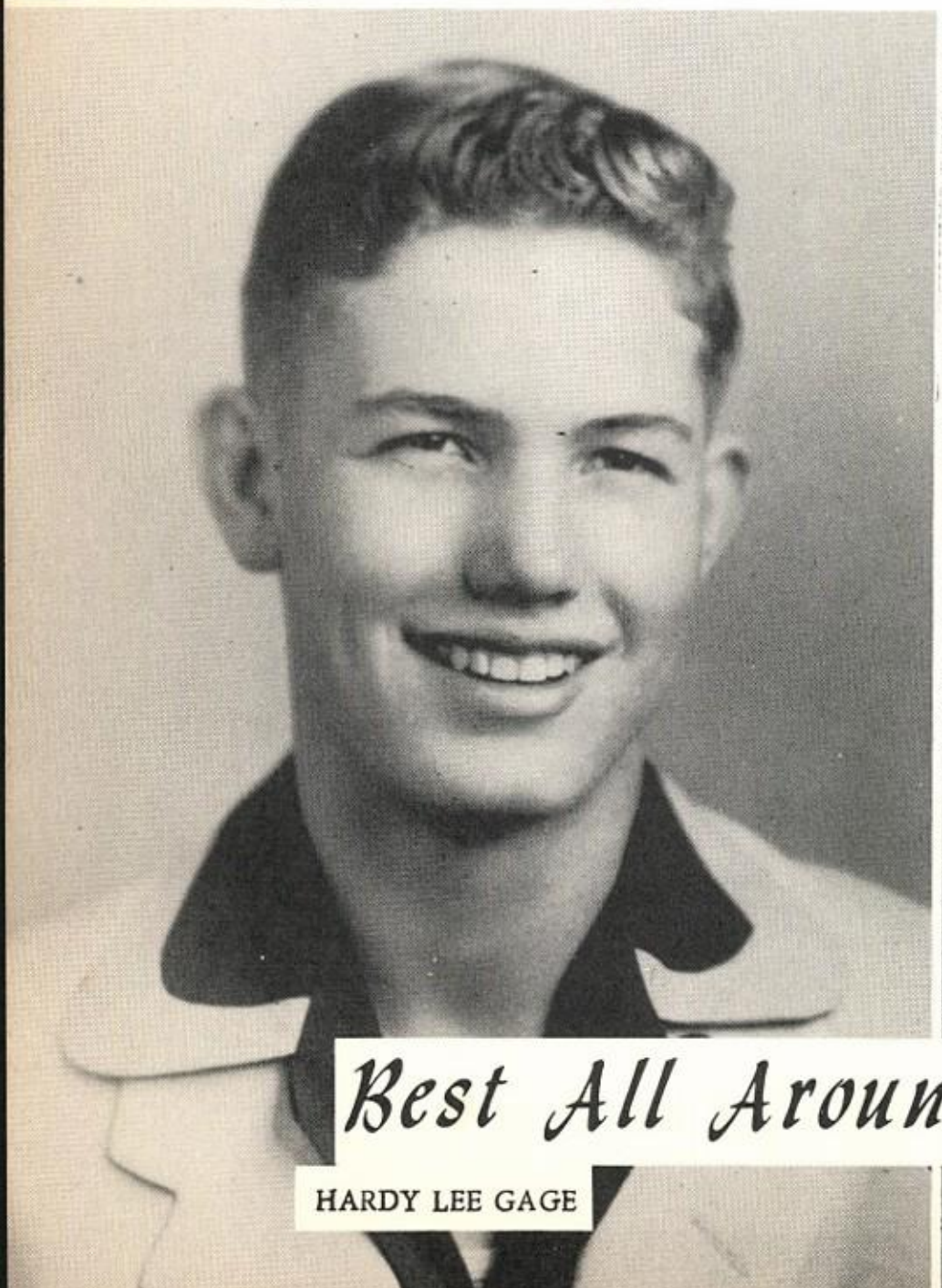


SUE McDONALD

Best Athletes

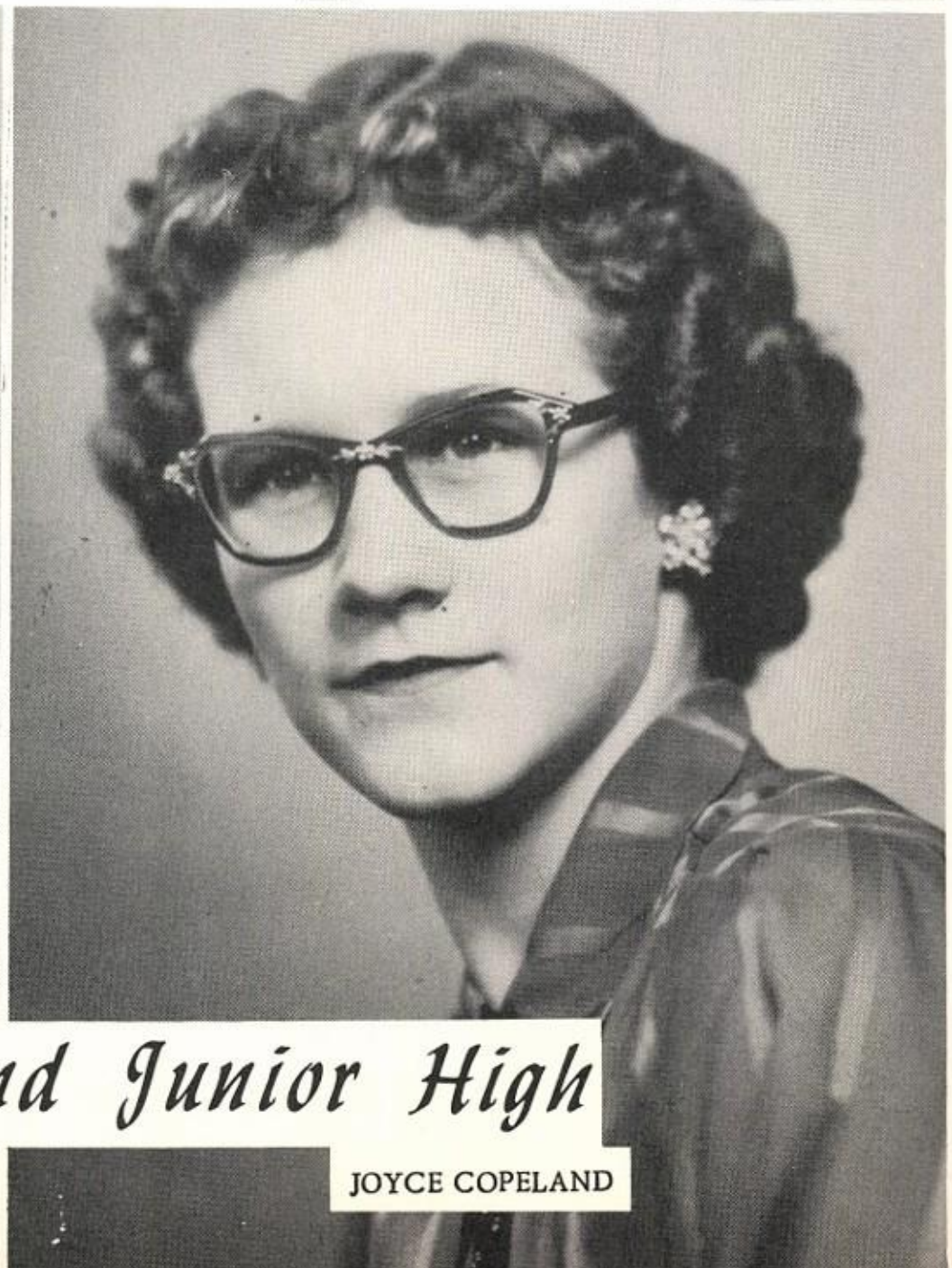


DONALD LUCY

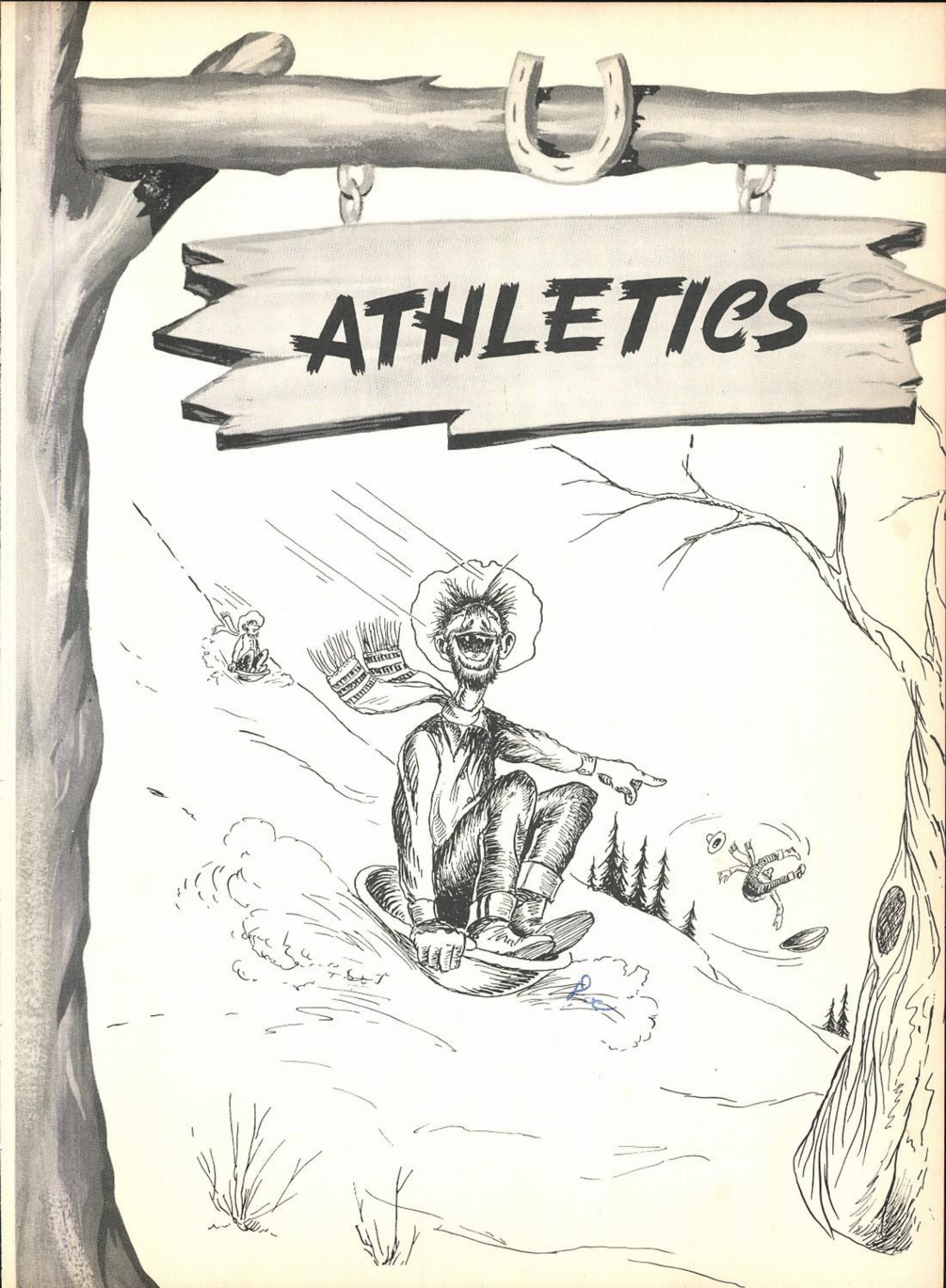


HARDY LEE GAGE

Best All Around Junior High



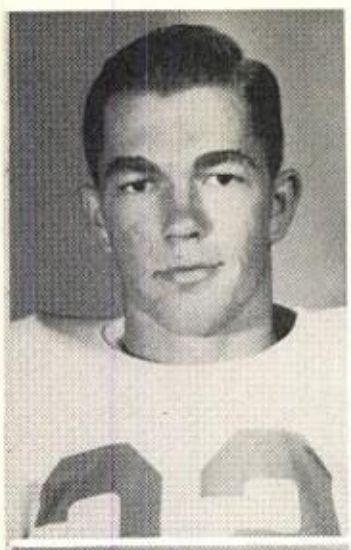
JOYCE COPELAND


ATHLETICS

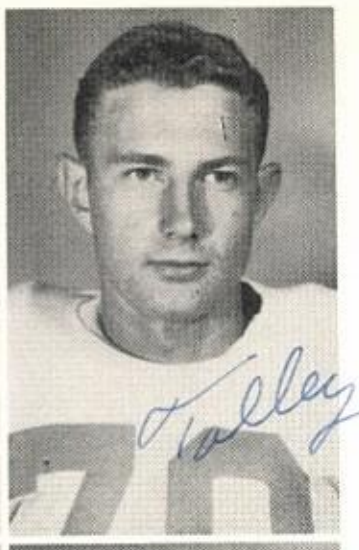
Football Sweetheart

Vera Mae Lucy

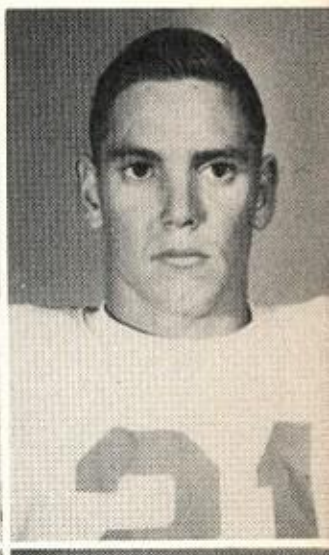
FOOTBALL

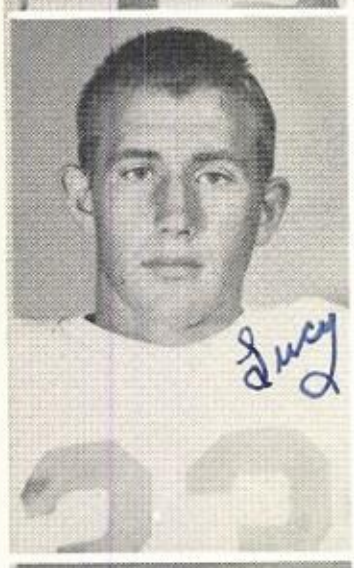


JOE BOB MADERA
DONALD TALLEY

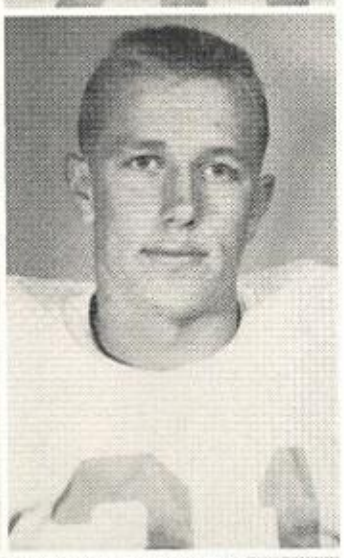


HAROLD CAGLE
DOUG THOMAS

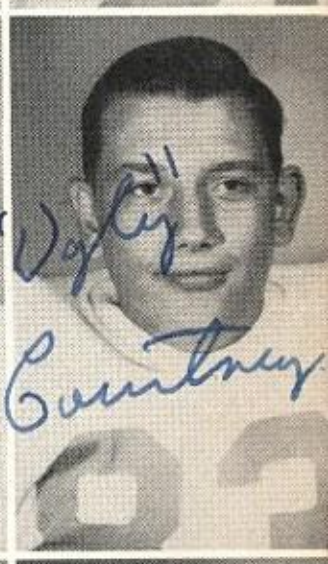




DONALD LUCY
LLOYD STONEKING

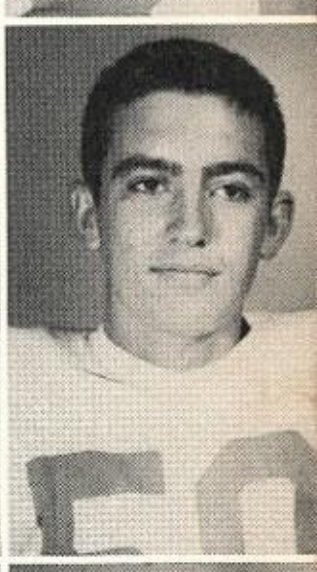


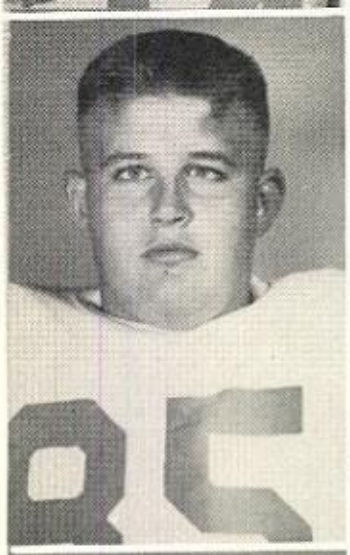
DICKY MYERS
MACK COURTNEY



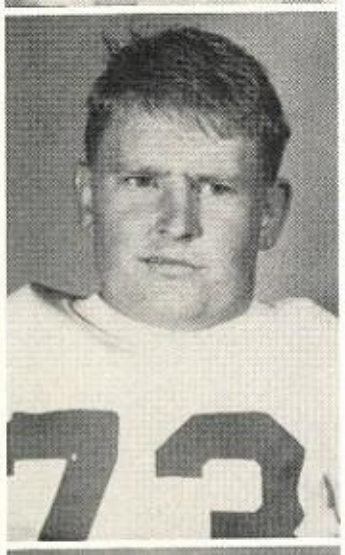
"DOC" STEPHENS
DEWAYNE PARNELL

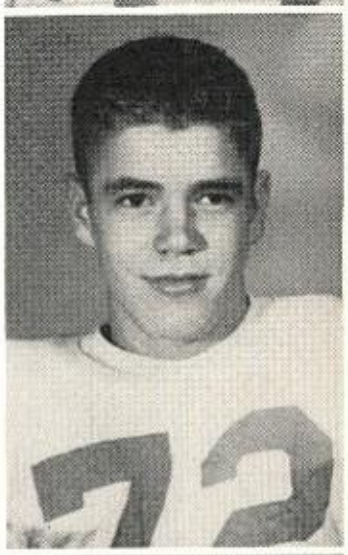
LEHMAN SPRUIELL
MIKE FISHER



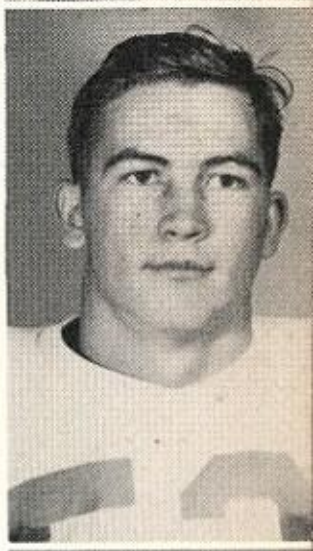


MALCOMB KARSTETTAR
TROY WILSON

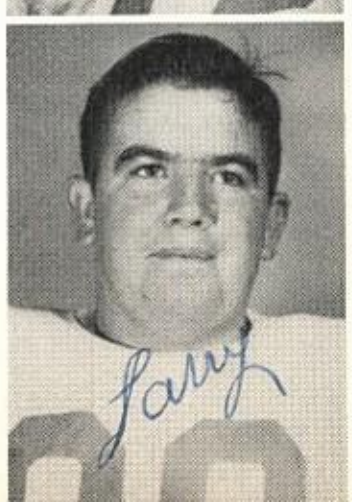




DAVID WATERS
JIMMY MADERA



MR. HAMMOND, Coach
GENE CASE, Manager



LARRY CRUMPTON
MARVIN CARR

BASKETBALL SQUADS

SCHOOL BUS

FOOTBALL SCORES 1953-54.

Valley View	12	Holliday	19
Valley View	0	Iowa Park	20
Valley View	26	Chillicothe	12
Valley View	6	Saint Jo	6
Valley View	19	Muenster	7
Valley View	26	Henrietta	24
Valley View	19	Lockett	12*
Valley View	20	Bryson	7*
Valley View	12	New Castle	18*

*Conference Games.

BASKETBALL SCORES, BOYS, 1953-54.

Valley View	33	Holliday	30*
Valley View	35	Holliday	31*
Valley View	30	Iowa Park	36*
Valley View	29	Iowa Park	56*
Valley View	46	Iowa Park	39*
Valley View	52	Archer City	42*
Valley View	45	Holliday	53**
Valley View	32	Archer City	36**
Valley View	49	Henrietta	41**
Valley View	54	New Castle	44*
Valley View	56	Odell	46**
Valley View	48	Chillicothe	54**
Valley View	40	Oklaunion	27***
Valley View	53	Lockett	47***
Valley View	50	Northside	33***
Valley View	34	Odell	48***
Valley View	50	Harrold	42***
Valley View	36	Oklaunion	28***
Valley View	49	Lockett	51***
Valley View	50	Northside	47***
Valley View	56	Odell	46***
Valley View	63	Harrold	39***

PLAY-OFF GAMES. CONF. TIE.

Valley View	50	Lockett	46 Played here.
Valley View	46	Lockett	64 Played there.
Valley View	48	Lockett	59 Played in Vernon.

CONFERENCE TOURNAMENT

Valley View	63	Northside	51
Valley View	54	Oklaunion	36
Valley View	45	Lockett	60

* Denotes pre-season game.
** Denotes Tournament games.
*** Conference games.

GIRLS BASKETBALL SCORES 1953-54

Valley View	33	Holliday	28*
Valley View	30	Electra	28***
Valley View	12	Northside	31***
Valley View	39	Archer City	37*
Valley View	30	Oklaunion	25***
Valley View	23	Randlett	31***
Valley View	31	Oklaunion	28**
Valley View	28	Lockett	39**
Valley View	27	Northside	38**
Valley View	41	Odell	28**
Valley View	62	Harrold	64**
Valley View	28	Oklaunion	17**
Valley View	26	Lockett	32**
Valley View	24	Northside	45**
Valley View	26	Odell	30**
Valley View	46	Harrold	43**

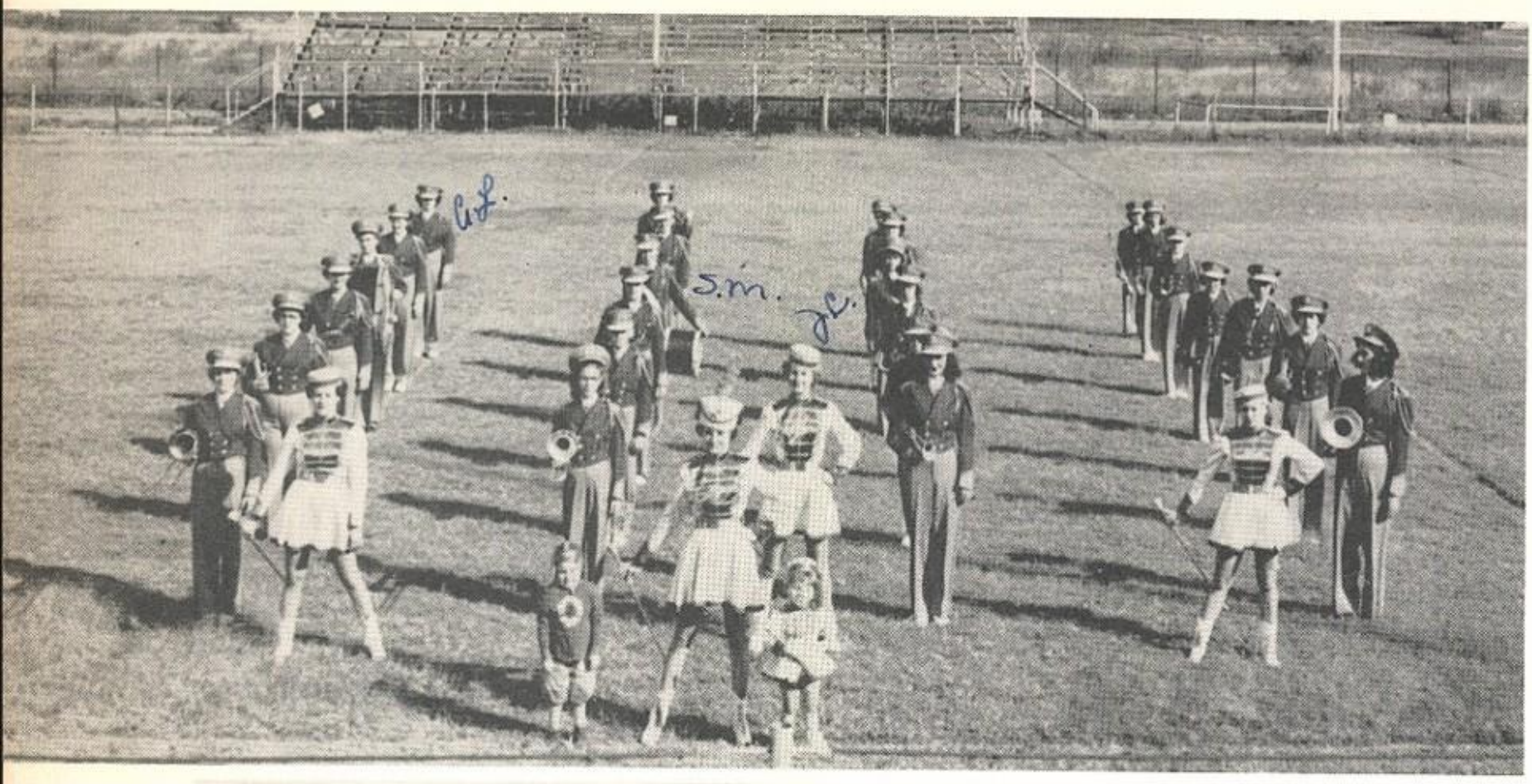
DISTRICT TOURNAMENT

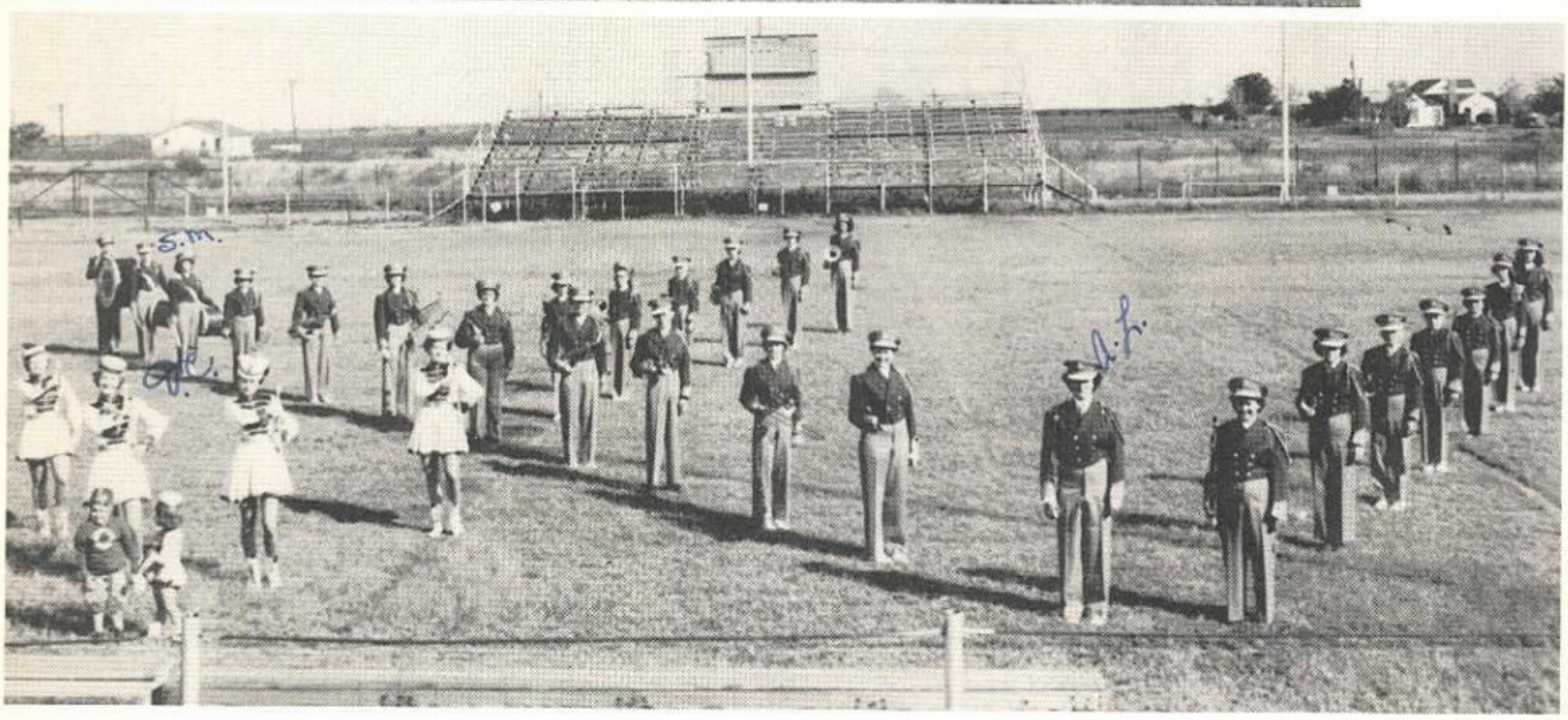
Valley View	31	Lockett	42
Valley View	39	Odell	49

* Pre-Season game
** Tournament game
*** Conference game

ACTIVITIES

BAND





RHYTHM BAND

CHEERLEADERS

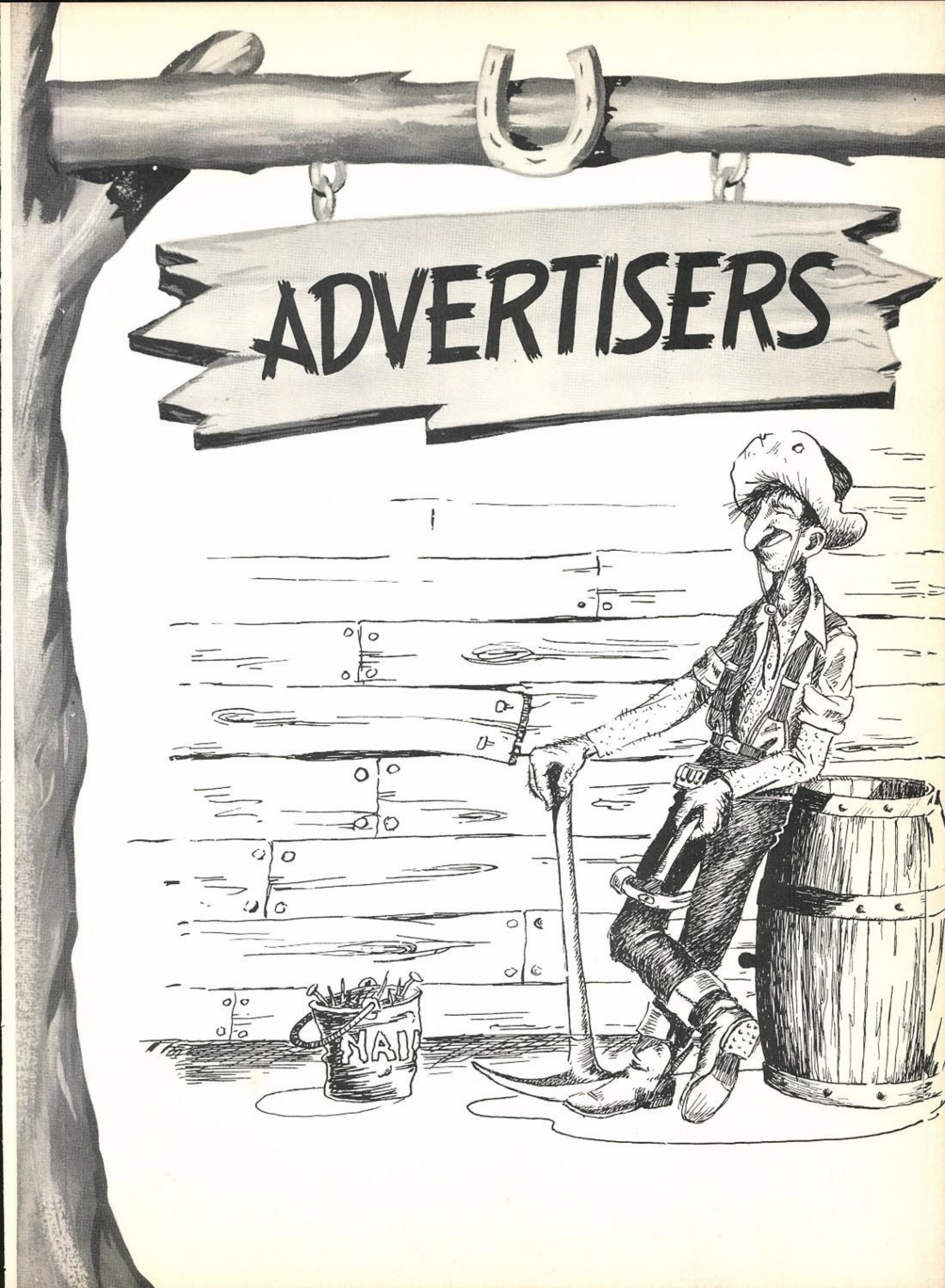
VALLEY VIEW
WARRIORS

Janice
VALLEY VIEW
WARRIORS

MAJORETTES

VALLEY VIEW
WARRIORS

VALLEY VIEW
WARRIORS


ADVERTISERS
NAIL

Owens & Brumley

BENEFIT ASSOCIATION

CONGRATULATES

THE

VALLEY VIEW SENIORS

OF 1954

822 Scott

Wichita Falls, Texas.

The Big Names in Music at the

MAX KREUTZ

HOUSE OF MUSIC

Your Conn Dealer

721 10th Phone 2-0977

Wichita Falls, Texas

The New and Enlarged

Lamb

S & Q CLOTHIERS

Apparel for the Family

Eighth and Indiana
Wichita Falls, Texas

Open Day and Night

Clyde Elder

SERVICE STATION

Most Convenient Place in Town

Where the Horse Goes Round & Round

Phone 2-0371 6th at Lamar

Wichita Falls, Texas

Highest Quality Meats

C. L. Reeves

GROCERY

Phone 3141

We Deliver

Iowa Park, Texas

Louis "Bud" Bonnol

For
Good Drinking Water

Phone 32

Kamay

GILMORE

Paint & Body Works
Body-Fender Repairing Auto Painting
"Let Homer Do It"

Phone 39115

1104 Sixth Street Wichita Falls

Lingle's Sta.

Kadane, Texas

We Give S & H Green Stamps

Grease Jobs Flats Fixed

Phillips 66

That Good Carnation Ice Cream at

Faulkner's DRUG STORE

Phone 52

Your Business Appreciated

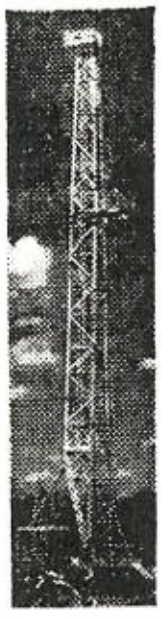
Kamay

Drilling Contractors in

* San Juan Basin

* North Central
  Texas

* Southwest
  Oklahoma

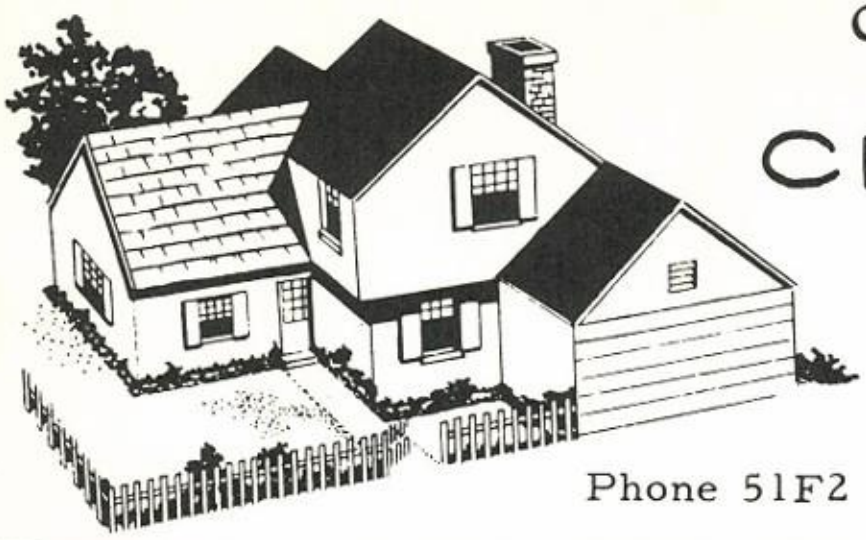


Bolin
DRILLING AND PRODUCING

Oil and Gas Building
Wichita Falls, Texas

DRILLING CONTRACTORS

Wichita Falls, Texas



COMMUNITY BUILDERS

CICERO SMITH LBR. CO.

Phone 51F2

Kamay

Your

DEPENDABLE DRUGGIST

A Service to Please Everyone

Park Pharmacy

The REXALL STORE

Iowa Park, Texas

Phone 3131

FRED HAYS

Courtesy

Service

Kamay

Shamburger

Phone 21

Fuller & Fuller

Well Service

Rod, Tubing, Sandpumping

Phone 41F4

Box 14

Kamay, Texas

In Iowa Park It's the

IOWA

PARK CLEANERS

"Where Quality Counts"

All New Equipment and Experienced Help

For Pick Up & Delivery 5041 1st Door West of Bank

COMMUNITY BUILDERS

The Best of Lumber
for the Best of
Homes.
Phone 502

W.G. Steele

LBR. & BLDG. CO.

Frankie's APPAREL

MRS. FRANKIE B. HENDRICK

1300 Cash Street Phone 5601

Iowa Park

Ladies Ready to Wear & Piece Goods

Buchanan's OFFICE SUPPLIES

Wichita Falls

Furniture, Printing, Mimeographs

816 Scott P.O. Box 779

Dial 2-2147

H.L. RUGELEY R.M. GLASS

STANLEY R. RUGELEY

R-G Drilling Co.

Contractors and Producers

403 City National Bank Bldg.

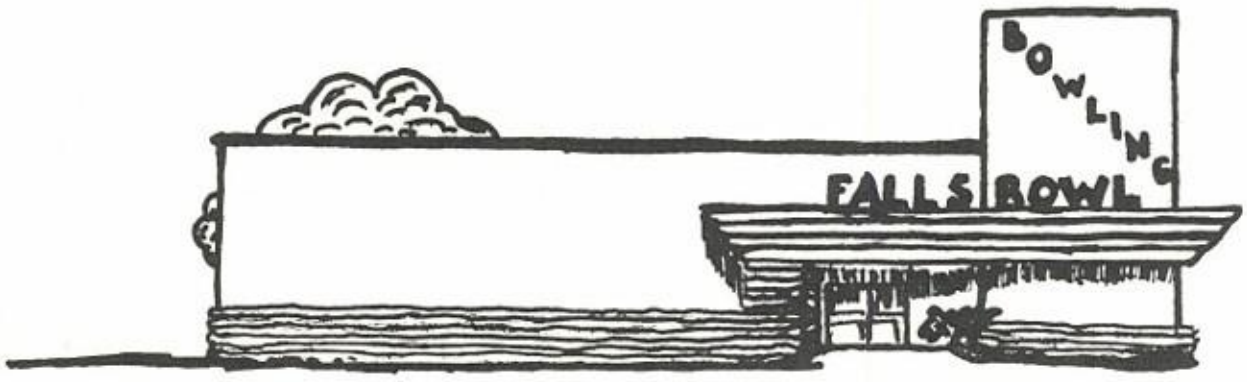
Wichita Falls, Texas

CONGRATULATIONS

FROM

Perkins Lumberlake

Wichita Falls, Texas



511 Mississippi Street Telephone 2-0390

Wichita Falls, Texas

HAROLD THOM J.W. LAND

Congratulations Valley View Seniors

When in Wichita Falls Visit

Falls Bowl

"Bowling at Its Best"

Rosa's Beauty Box

THE HOUSE OF BEAUTY.

Operators;

Mrs. J. M. Early
Mrs. Lester Stevens

Phone 9 1 2 F 2
Kadane Corner

THE FAMOUS DEPARTMENT STORE

"Red Goose Shoes for Growing Feet"

Needs for the Entire Family

Iowa Park, Texas

Telephone 3721

HUMPHREYS APPLIANCE CO.

Authorized dealer for;
RCATelevision
Motorola Television
General Electric Television

Phone 2420
Electra, Texas

Service on all makes Television.

ELECTRA FURNITURE CO.,

220 W. Cleveland St., Electra, Texas, Ph. 3475.

Paul A. Jones, Owner

The Best in Home Furnishings at Prices you can afford.

A FOR YOUR THOUGHTS!

There's one that buys more than most --and that's the penny you spend for electric service! For instance, you can six large rugs for one cent's worth of electricity. And just one penny buys the power to wash three of laundry!

Like to sew? You can for five hours on one worth of electric power. In fact, every time you pay your electric bill you're paying for a of comfort, work-and-time-saving help, and pleasure. Yes, electric service is a real friend . . . always ready at the flick of a and so low in cost that you must agree: It's the Biggest Bargain in the family budget!

ELECTRICITY DOES *SO MUCH*
— COSTS *SO LITTLE*

Texas Electric Service Company

WITH

COMPLIMENTS OF

THE

North Texas

OIL & GAS ASSOCIATION

President; D. C. Norwood

1st Vice President Charles N. Prothro

2nd Vice President Wayne Watts

Exec. Vice Pres. S. Leslie King

City National Bank Bldg.

Wichita Falls, Texas

A.L. Chambles

STATION

Valley View

SERVICE WHEN
YOU NEED IT

Compliments of

Lovelace

BOOKSTORE

Wichita Falls, Texas

J.A. Jamner

& SON

Funeral Directors

Hardware & Furniture

Serving This

Community Since 1908

Office Ph. 3711

If No Ans. Call
3051 or 2161

Iowa Park, Texas

Ask Your
Avon Representative
to Show
Avon Products
and
Gift Sets

Avon

PRODUCTS CO., INC.

New York City

MRS. LEVELL

Kamay

If it's
GOOD FOOD
you want ...

VISIT

Burgers

CAFE

Steaks, Hamburgers & Pies and
the Best Coffee in Town.

For The Latest News

Read

The WICHITA DAILY TIMES

and

WICHITA FALLS RECORD NEWS

Morning,

Evening and

Sunday.

See Your Agent To-day and Subscribe

Hardy L. Gage

TRUCKS

Drinking & Drilling Water

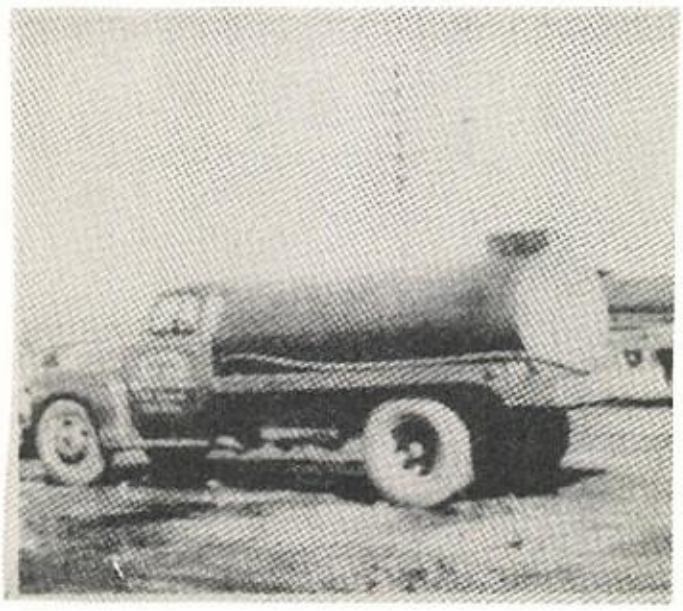
Butane - Propane to Vacuum Mud Rigs
or
to Trucks - Home - Plants

Tank Cleaning & Road Oiling

Phone 11 - Kamay Phone 6 - Holliday

Box 11

"Casing Pulling"



I O W A P A R K T E X A S

STATE NATIONAL BANK

Iowa Park

Officers;

W. F. George, Chairman of Board
F. E. Hill, President
W. A. George, Vice-President
Mrs. Mildred Traylor, Cashier
Roberta Hill, Assistant Cashier

Directors;

J. W. Van Horn, Earle L. Denny,
Jno. C. Murphree, F. E. Hill,
W. A. George, W. F. George,
Herman Mitchell, C. E. Birk

Member
Federal Reserve
System

COMPLIMENTS OF

Ed Hart

CHEVROLET CO.

Electra, Texas

Sales - Service

Economical Transportation

Menasco

Fine Arts-Leather Craft
Manufacturers of Top Quality Hand Made Leather Goods.
Dealers in Leather Goods,
Leather and Leather Craft Supplies

1316 - 8th.
2-8112

Ramay FEED & HDR. STORE

For Quality Feed and Seed Visit Us

Phone 49

Kamay, Texas

McClurkan's

Wichita Falls, Texas

Wichita Falls' Department Store of
Finer Things

Pybus Dry Cleaners

A Complete Dry Cleaning and Laundry Service

"Just a Little Better" "We give S & H Green Stamps" Phone 4241

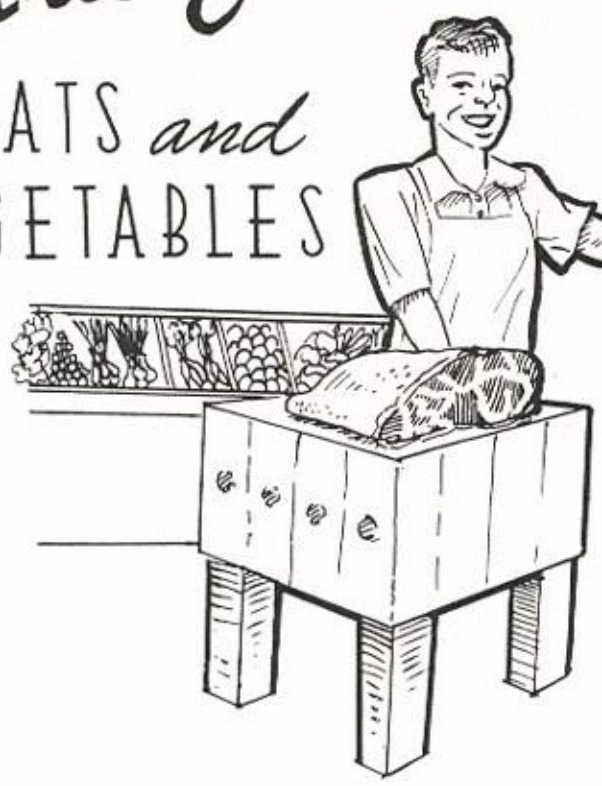
Iowa Park, Texas

fresh

MEATS *and* VEGETABLES

WILLIAM'S GROCERY

Valley View



low prices

Courteous Service.

It is always a genuine pleasure to wait our customers at all times..

Ask about our free glassware.

Compliments of

Citizen

CANDY & BOTTLING CO.

Candies

Mission Drinks

XXX Root Beer

HUFFHINES

SPORTING GOODS

809 Eighth Street Wichita Falls, Texas Phone 3-2648

Model Airplanes
Pistols
Shotguns
Rifles

Fishing Tackle
Mercury
Outboard Motors
Tennis & Golf
Basketball Equipment

School Team Outfitting Our Specialty - Wholesale and Retail

Highest Quality Meats

Thomason's

GROCERY

Kadane Corner

Raymond's

WELDING & MACHINE SHOP

Box 4 Kamay, Texas

Bring Us Your Oil Field Welding
We Weld Anything
Try Us.

Westinghouse Appliances
You Can Be Sure - If Its Westinghouse

Paint Right With
Pittsburg Paints

Tappan Gas Ranges
You'll Say too - "I'll Take Tappan"

Plumbing Fixtures
and Supplies

Gold Seal & Pabco Linoleum

Bradford

FURNITURE & HARDWARE

Iowa Park, Texas

See

Jack Forbes

For Welding and

Bulldozing Work.

Kamay, Texas

ONE STOP SERVICE

Walter Lavender

STATION

Kamay

Starters,
Generators
& all
Accessories

SINCLAIR HC GASOLINE

For Efficient Service Call

Johnnie Birdwell

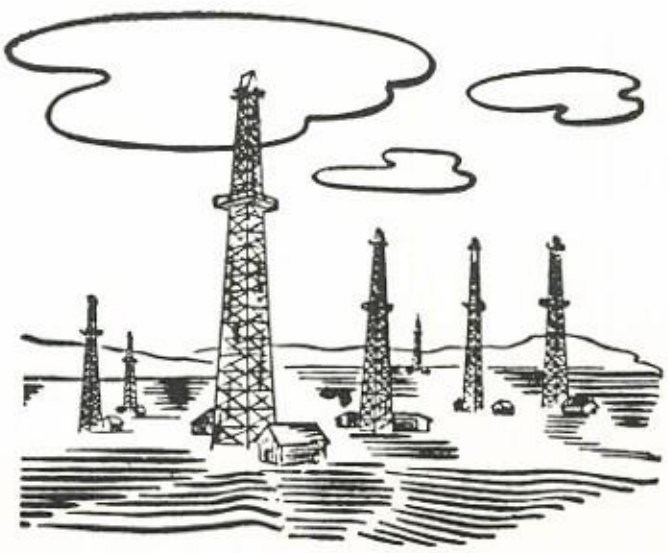
WELL SERVICING

Our Business is up & down
Smoothly,
In & Out Safely-

Phone 1

Box 201

Kamay- Texas



MONAGHAN

APPLIANCE COMPANY

Philco Appliances — Wedgewood Ranges

Washer & Ironrite Ironers

DOYLE MONAGHAN — BOB MONAGHAN

PHILCO T-V

910 Scott — Phone 3-2791

McGregor Sportswear

Florsheim Shoes

Pat's

MEN & WOMEN'S WEAR

Electra, Texas

Dobbs & Lee's Hats — Arrow Shirts

Levi's — Tuf-Nut Work Clohtes

Compliments of

Berry's DRUGS

SCHOOL SUPPLIES

The Freindly Store

We give
S & H
Green Stamps

Phone 2621

Iowa Park, Texas

STEPHENS

LUMBER

COMPANY

Building Materials

2817 Grant — Phone 7-4301

Compliments of

Kruger JEWELRY CO.

807 Indiana

Wichita Falls, Texas

WRIGHT'S JEWELRY

Fred Wright, Watchmaker
Watches, Diamonds.
Costume Jewelry

IOWA PARK, TEXAS

Always at Your Service

CHAMBER of COMMERCE

Iowa Park, Texas

The Town of Friendly Living

Telephone 2431

109 North Cash Street

Compliments of

Nichols Co. TELE. CO.

to

Seniors of 1954

Kamay, Texas

HILL MOTOR COMPANY

DIAL 2211

IOWA PARK. TEXAS

CHEVROLET

More People Buy Chevrobet Than any Other Car.

Arvin T V
Detroit Jewel Ranges

Leonard Freezers and
Refrigerators

A B C Washers

H, R. SULLIVAN, Authorized Dealer

White's Auto Store, Iowa Park,

Texas.

"Your Buick Dealer"

BARROW - GRACE BUICK COMPANY

Authorized Sales & Service

Buick

1300 Scott Ave.

Phone 2-0791

Wichita Falls, Tex.

RANDEL & PRESLEY CHEVROLET COMPANY

Your Friendly Chevrolet

Dealer

The most beautiful Passenger Cars in America.

Chevrolet Trucks, Pickups, Panels, Special Commercial Units for every purpose.

Genuine Chevrolet Parts in the greatest abundance.

Trained Chevrolet Mechanics, Expert diagnosis and a guarantee of satisfaction with every job.

A large Body Department, collision service on all makes of cars, 24 hour wrecker service.

PASSENGER CAR DIVISION
601 Lamar
Wichita Falls, Texas

TRUCK DIVISION
502-512 N. Scott
Wichita Falls.

SAM HILL'S STORE
5¢ to $1.00

Complete Stock of Variety Merchandise

School Supplies-Cosmetics-Notions

Hosiery

Iowa Park, Texas

CONGRATULATIONS TO THE SENIORS

Otha Stewart

TANK TRUCKS

Box 66 Kamay, Texas Phone 65

Electra Motor Co.

When Better Automobiles Are
Built, Buick Will Build Them

CRICKET LOW
Owner

Res. Ph. 3198

Buick

AUTHORIZED
SALES AND SERVICE

Electra
Texas

Bus. Ph. 2224

Compliments of

Drive-In Cleaners

You Toot - We Tote

Electra

Call MRS. NOEL HASLEY, 906F21

Fine Quality
in fine jewelry
Edward's TIME SHOP

110 North Waggoner Street
Electra, Texas

213-215 N.
Cleveland

THE HOUSE OF PLEASANT DEALINGS

Phone 3486

Darter Furniture Company

E. C. DARTER, PROP.

Complete Home Furnishings

ELECTRA, TEXAS

Eli Morgan

MOTOR CO., INC.

SALES Ford *SERVICE*

223 W. Cleveland

Electra, Texas

Phone 2171

Best Wishes to Valley View Senior Class

DODGE PASSENGER CARS

DODGE *Job-Rated* TRUCKS

REYNOLDS MOTOR COMPANY

Sales ----- Service

214 North Waggoner Street

Electra, Texas

Phone 3797

COMPLIMENTS and

BEST WISHES

to the

SENIOR CLASS OF 1954

from

Mr. & Mrs. B. A. THOMAS and a FRIEND.

Paul Brotherton Bobby Evans

BROTHERTON & WHITE, INC.
SPORTING GOODS

Wholesale & Retail
SPORTS HEADQUARTERS"

Ph. 2-9847
1614 Ninth St.
Wichita Falls

C. D. SHAMBURGER LBR. CO.,
Cement - Lumber - Aquagee

Phones

Holliday 2221
Kamay 21

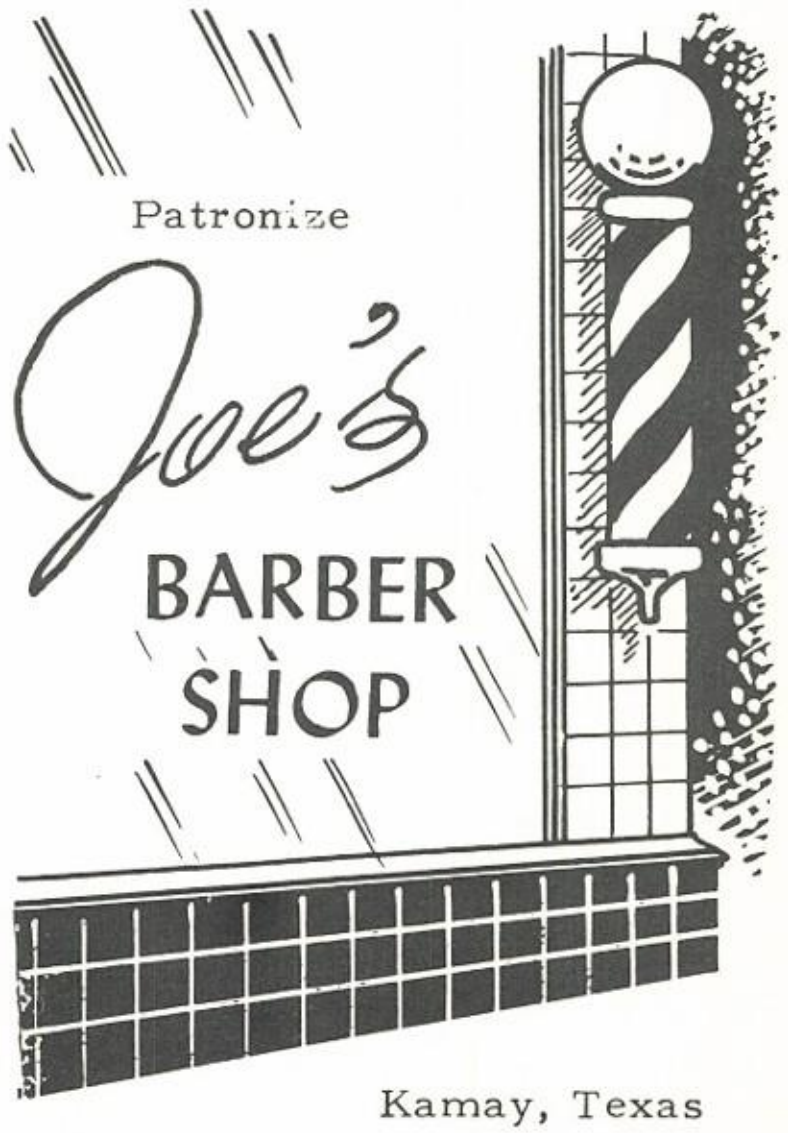
J. J. THOMAS GROCERY

Holliday, Texas

Phone 2531

Come in to see us when in town.

Patronize
Joe's
BARBER
SHOP



Kamay, Texas

S E E

H. B. Talley

H.B. TALLEY,

INSURANCE AGENCY

Kamay, Texas

Box 122 . . . . . Ph. 72F2

Holliday, Texas

Box 86 . . . . . Ph. 3341

For

Insurance of All Kinds:

Life, sick & Accident, Polio & Hospitalization, Trip Travel Accident, Auto, both Collision and Public Liability & Medical Payments.

Crop, Hail, Fire and Tornado.

Marine & Plate Glass-Workmans Compensation and Employers Liability

And

All Kinds of Bonds.

If it is Insurance you need then you need us.
LET US BE YOUR INSURANCE ADVISER.
We are as close to you as your telephone.

Give us a call.

For Comfort See
Darter Furniture Co
Electra Tex

E. C. Darter owner

Compliments of

Coca Cola

BOTTLING CO.

DRINK Coca-Cola 5¢

James B. Totten & Son
FUNERAL HOME

DIRECTORS OF FUNERAL SERVICES

Our Services Available throughout U.S.A.

Electra, Tex Ph. 19-683-850

Only You Can Give Your Graduation Portrait

GREENE'S STUDIO

205 N. Waggoner Electra. Tex.

IOWA PARK FLORIST
Weddings - Funerals - Cut Flowers - Pot Plants
We Deliver to Wichita Falls
Phone 3571 W. Park Bldg.

K & K GRAIN CO.,

PURINA CHOWS

Phone 2636 Box 488
Electra, Texas

W. S. (BUDDY) BROWN

Buddy Brown Auto Parts
Jobbers and Distributors
P. O. Drawer 431
104 W. Cleveland
Ph. 98 -- L.D. 129
Electra, Texas

PANKHURST RED and WHITE GROCERY

Holliday, Texas

Good Groceries, Fair Prices, Courteous Service.

Lakey's

Right Outboard Motor Company
915 seventh st - Sales + Service - Wichita Falls
GUNSMITH + LOCKSMITH
Johnson Sea Horse Sales
Lawnmowers serviced
Ph. 2-8521 Leroy Lakey, Owner

KING'S LAUNDRY
Steam Laundry + Washateria
Complete Drying Service.
Kadane Corner Kadane Corner

W. C. 'Curt' McCorkle Welding Co.

Day Phone
7-2603

910 Virginia St

Nite Phone
2-4293

OIL FIELD WORK OUR SPECIALTY

P. O. Box 86 Day or Night. Wichita Falls
Texas

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

H. E. W I L S O N
Truck Merchant

Fire Proof Bonded Grain Storage

Electra, Texas

CONGRATULATIONS

To The Senior Class of The

VALLEY VIEW SCHOOL

May Your Future be an Assured Success--
With a Minimum of Sorrow and a Maximum

of Happiness.

Southwest Coaches, Inc.

Phone 3-5775

608 Travis

Wichita Falls, Texas

Electra State Bank

H.A. Decker, Pres.

W.C. Martin, Executive Vice-President

D.H. Dale - Vice-President & Cashier

A.L. Robb - Vice-President

Mrs. Mildred Howard - Assistant Cashier.

Member Federal Deposit Insurance Corporation

Compliments

Vaught Motors

Mercury

Sales Service

Electra, Texas

Simmons Store

Picnic and Fishing Supplies

1 1/4 Miles South of Kadane Corner

Phone 908F14

Typewriter Sales Co

L.C. Smith Typewriters - Corona Portables

New- Used Rent Machines

T E R M S

708 10th., Ph. 4526, Wichita Falls

Wet Wash and Fluff Dry -- Complete Finish Department

with 6 Shirts for $1.00 other laundry or cash & carry.

Holliday Washateria and Steam Laundry

Pick-up and delivery service.

2311 Holliday Phone 7-5844

L. W. Vernon

VERY BEST WISHES
from

Carter Office Supply

Remington Typewriters & Adding Machines

Anything for the Office

113 North Main St., Electra, Texas

Phone 2011

Compliments
of
WICHTEX MFG. CO.
WICHITA FALLS - TEXAS.

Congatulations
to the
Graduating Class
of 1954

NORTEX ENGINE & EQUIPMENT CO.

La Roi Engines

Gas Engines

Wichita Falls Texas

KAMAY BEAUTY SHOP
Located in rear of Barber Shop
EXPERT WORK AT ALL TIMES
Ebba Lee Stevens, Operator
Ph. 82 Kamay. Texas

KAMAY CAFE

Good Home Cooked Pies

Fine Food

KAMAY TEXAS

Compliments
to the
Senior Class of '54
from
O. R. "Babe" MOORE

MOORING MACHINE
COMPANY

P. O. Box 1190 IOWA PARK RD.

OFFICE PHONE 2-1554

Wichita Falls Texas

J. E. MOORING J. W. MOORING

To those who have worked with us in making this annual, THE CHIEFTAIN '54, possible, we want to express our sincere appreciation.

To the Taylor Publishing Company for the care and skill with which they published our annual; to Wheat Photo Service Studios for their patience and attention given in making our pictures; to those who made our annual possible by advertising and sponsoring the pages; and to the teachers and students of Valley View High School whose time and untiring efforts have done much toward completion of THE CHIEFTAIN '54, we are deeply indebted.

THE ANNUAL STAFF.

Kay McCarty

Kay McCarty, Editor

Consuella Steed

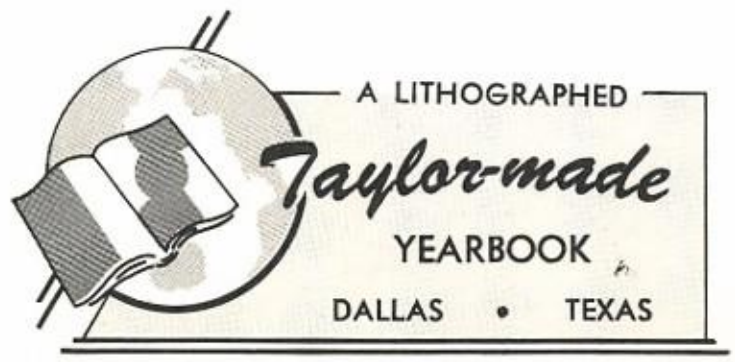
Consuella Steed, Assistant Editor.

Lloyd Wayne Stoneking

Lloyd Wayne Stoneking, Business Manager.

Donald Ray Lucy

Donald Ray Lucy, Assistant Business Manager.


A LITHOGRAPHED
Taylor-made
YEARBOOK
DALLAS • TEXAS

Lots of luck
and success to
a swell gal.
Jan McCarty

Best of luck throughout
all of the years.
Bob Pruett

Lots of luck
to a sweet
girl.
Jeanie Blackburn

all the luck
in the world
to a sweet girl
Carol E.

Best of wishes and
all the luck in the
world, to a real nice
girl.
Carolyn Dean

The best of
everything to
a swell gal.
Sue
McDonald

Lots of luck
always to a
real sweet
Sue Boyd.

Best of luck
to a swell
girl.
Mary Ann

Lots of Luck!
To a sweet
girl
Billeye

Best wishes to the best friend a girl could have. May Lots of luck and may you always succeed.
Love always
Alma Ruth
(Thompson)

Dear Sue.
You sure have been a sweet friend and I hope I will always know you. Write to me when I get to college I'll send my address.
Lots of Luck + Love.
Kay McCarty

The Best of wishes
throughout life
a Classmate
Clayton
Marcella

Best wish
to a very
sweet girl
a friend
Sylvia Lee